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The American Perfumer

and Essential Oil Review

PERFUMER
PUBLISHING
COMPANY

14 CLIFF ST., NEW YORK

SEPTEMBER
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American Can Company
NEW YORK



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The American Perfumer

and Essential Oil Review

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HIDDEN DEMONSTRATORS STILL STIRRING UP THE TOILETRIES INDUSTRIES

The action of the American Manufacturers of Toilet Articles in putting up to the department stores the enforcement of its revised edict in relation to the use and labeling of demonstrators is progressing satisfactorily. There naturally are firms that object, but in the localities where these firms do business, there are retail druggists who have discovered the controversy and are willing to go to extremes to help firms which as one of them writes "are willing to play four square with the retailer and with the public."

One of the interesting features of the month was the publication of the following announcement, made anonymously, in some of the magazines:

Get the goods you want, or

go to another store. Substitution operates to rob established goods of the good-will and popularity they have earned by merit. Such goods have been built up by that element called *conscience in business*. When a clerk who is seemingly employed by the store, but in fact is *paid* by an unfair manufacturer, tells you to buy the brand he or she *secretly* represents, you should condemn this practice which legitimate manufacturers call the undermining work of the "hidden demonstrator." The legitimate manufacturer speaks to you through his advertisements. He convinces you by the merit of his goods. And he ought to be permitted in all fairness to deliver his products to you through a retail store operated fairly toward *all* legitimate manufacturers. His sales should not be snatched from him by retail clerks, secretly in the service and the pay of an unfair competitor. Law and common sense have harsher definitions for this practice than we have employed.

Get what you ask for or get out

* * *

But what do you think of Psychobulldozis? This is a new phase of the situation put across by Miss G. I. Wagner, B. A., in the *Red Book Magazine* and is reproduced because it will interest both the friends and foes of demonstrators as the situation is viewed by a woman who writes for the magazines:—

Psychobulldozis

This is a brand new form of imposition by which persons called "hidden demonstrators" make a fat living selling to Mrs. Brown the goods of Peter Poodleheim when she asks for White & Company's. And it's

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a great game these audacious substituters are playing with unwary or credulous customers. "I'm sorry, Mrs. Brown," one of these retail clerks will say, pianissimo-like, "we are completely out of that toothpaste and cheekbloom. The fact is, we got so many complaints we had to job out the line and take on better goods." While this lying swan-song is being sung to White's departed goods, Mrs. Brown is staring at four gross of them half hidden at the other end of the counter!

Hidden demonstrators, as these clerks, employed and paid by some sordid manufacturers, are called, make it appear that they represent the store. They do not. They are employed by certain manufacturers cutting cross lots to a fortune by diverting into their own hands the sales which rightfully belong to other manufacturers who have earned them at great cost by producing their goods honestly, advertising them truthfully and distributing them through retail stores which they assume would not be guilty of such unfair practices.

If the men and women shoppers will rebuke the substituter wherever revealed, we shall presently substitute sound practices for foul ones.

All firmly established goods of national repute are now sold in the magazines and newspapers where they are announced, namely, in the home, before the shopper ever reaches a store. And the producer, whose honest policy, advertising integrity and sound product have so effected a sale, should not, in all decency, be robbed of it in some maverick retail store which has no moral business principle.

WORK OF THE ANTI-CATNIP LEAGUE

Several inquiries have been received by us regarding the Anti-Catnip League for the Protection of Felines, mentioned on page 300 of our August issue. One comes from a distinguished scientist who is interested in the revision of the United States Pharmacopoeia, Volume X of which is now process of preparation for the printers. From inquiries we have made it does not appear that there will be any need to have this herb, *Nepeta Cataria*, included in the U. S. P. Its medical value is negligible, for it really is only a very feeble mint. It has a strong, peculiar, rather disagreeable odor, and a pungent, aromatic, bitterish, camphorous taste. In fact sentiment is likely to crystallize against its inclusion. The Anti-Catnip League, it is understood, had its origin in the advent of Sir Thomas Gray as an attache of the first line of defense in the Pulitzer Building in New York some little time ago. The suggestion for its birth happened spontaneously with the thought that the work of the Anti-Saloon League having been completed its beneficent ministrations might well be extended in a new society to other phases of life. Sir Thomas was willing to head a league that would benefit his race as well as all mankind, so the Anti-Catnip League was launched on the sea of reform and progress. The movement seems to be spreading all over the country. In Pussypoint, Ind., and Catawissa, Pa., according to the *New York Evening World*, chapters have been formed and a human being has been emancipated from the thraldom of catnip, just like it would have happened in an old-time patent medicine advertisement. The League's active and passive membership is estimated at close to 7,500,000.

The League is by no means confined in sentiment to Sir Thomas and his associates, Mrs. Beatrice Brown and Miss Pussy Willow, but its projectors figure on effectively continuing the work of the Anti-Saloon League. The league is not to advocate the ban on all catnip at once, but proposes to educate all cats in its baneful effects and ultimately persuade them to cheerfully consent not only to the needed legislation for the purpose, but to take part in uprooting and

JOIN THE SMILE CLUB

(From Fitch's Square Deal)

The initiation fee is a smile or a laugh. The monthly dues are so *SMALL* and the benefits so *LARGE* that you wonder how anyone could hesitate in becoming a member.

"Cut out" the worry, the frowns and the glooms. Sign your application with a hearty laugh and Join the "Smile Club."

destroying all catnip beds wherever found, aiding instead of hindering enforcers of the anti-catnip law and saving to the taxpayers a vast amount of money that would be wasted in a premature attempt to enforce a law which without preliminary education catdom would reject as ill-conceived.

A strong supporter of the League says: "The Anti-Catnip League is not a joke, but a humanitarian movement which has enlisted the moral support of thousands of people. Primarily it was intended to conserve the morale and physical well being of a part of the animal kingdom that is valuable to mankind, but it seems to be spreading upward into the human race as well. The League is preparing statistics to show the awful effects of excessive indulgence in catnip by felines, especially by addicts of the pernicious habit. This baneful drug has wrecked thousands of homes in catdom and caused the loss of so many lives, that multiplying by nine, the figures when finally compiled will be astonishing."

One of the ambitious plans of the league, suggested by Miss Kitty Maltease, is to erect a sanitarium for the treatment of catnip victims. Among the locations under consideration are Catawba, Fla.; Catfish, Pa.; Cat Spring, Tex.; Cat Creek, Montana; Catawissa, Pa.; Catchings, Miss.; Catskill, N. Y.; Cato, Ark.; Catlin, Ind.; Catron, Mo.; Catlett, Va., and Meau-wata-ka(t), Mich.

AIR DEMONSTRATIONS ARE TABOO

With all the fuss and flurry about hidden demonstrators in the department and other stores a new mountain of obstacles now arises in the air. Hidden advertisements are a new source of trouble. They can be concealed even in the ether and there is no way of putting badges on them, for nothing would stick long enough for the listeners to see if they could. The *New York Times* says:

As the law in this State and most others forbids newspapers to send through the mails advertising—that is, paid matter—as if it were news or unbought opinion, there seems to be good sense in the demand that the radio broadcasters should be subjected to the like—a similar restriction. It probably is not illegal at present, though the word "publishing" is a large one, for them to ignore the compulsion laid on the papers, but it is just as desirable that the people should know what they are getting, and why, in the one way as in the other, and the fact that the law deals only with mailed matter does not affect its spirit at all.

Broadcasting certainly is publishing, and all publishing should be honest. Newspapers, or, at any rate, some newspapers, including one which modestly prevents mentioning, did not wait for the law to speak on this subject, but put "advertisement" over all advertisements not obviously that to every eye. That virtuous example the broadcasters would do well to imitate voluntarily. The sooner they do it the less likely will they be to suffer, later, from regulations that will be really burdensome and true grievances.

HAIR-RAISING PACE IN BUSINESS HURRIES CULTIVATION OF BALD HEADS

It behooves our readers, both gentlemen and ladies, (the former being mentioned first not through lack of gallantry, but because they can less conveniently mask any awful consequences,) to watch out for the two ogres of modern business life: Bald Heads for men and Whiskers for the women's faces. Much of the matter printed just now on these subjects in the daily newspapers links balderdash, jest and imagination with really serious phases of human comfort and presentability in public.

Regarding baldness, which might apply perhaps potentially to everyone, Paul Rilling, Chicago specialist, at the recent convention of the National Hairdressers' Association (a report of which appears elsewhere in this issue) declared that the high tension of American business life is cutting a wide swath in hair. He specialized as follows:

"You can't violate nature's program and get away with it. The biggest enemy to American hair is the typical business man, bustling, hustling and hitting a terrifically intensive pace in the conduct of his affairs. He runs his nerves ragged and much of the energy that should keep his hair crop nourished never gets above his brains.

"He forgets to give his hair much attention until most of it is gone—and then comes the pathetic efforts to restore it to normalcy by intensive gardening methods. Each remaining lock is cuddled and fondled in the effort to coax reinforcements from the long neglected scalp. And when this fails comes the fancy 'landscaping' that spreads the surviving wisps to the best advantage. If the average man would give his hair half the attention he showers on it after forty, during the fifteen years previous, America would have the bumper crop of scalp foliage."

Another picture of both men and women is visioned on the easel that artists in our trades may use in the future. Bobbed hair, if persisted in for several generations, will evolve a race of bearded women, according to Charles Nestle, of New York. He said in part.

"Bobbed hair today, bearded women to-morrow. The great-granddaughters of the bobbed beauties of the present will be able to twirl jaunty moustaches and trim their beards a la Van Dyke. Baldness will become as common among them as among men. In every human being is a chemical laboratory that is constantly manufacturing hair. If the hair is not permitted to grow on the head, it will grow on the face and body.

"Savage men, who never cut their hair, have meager beards. Men of races which have their hair cut regularly at the barber's are hairy-chested and hairy-limbed."

But A. S. Wildey supplies a new angle to the toiletry situation. Some of the newspapers have been printing fanciful stories about the presumed antipathy of men to cosmetics. One paper a few days ago made an elaborate feature giving alleged interviews with clerks in stores (whether hidden or other demonstrators was not disclosed) regarding men's use of toiletries. The verdict was almost unanimous against men using "more than shaving powder." The feature, which has appeared in many newspapers in duplicate, was so funny as to be ridiculous, but it did no harm. Almost everybody knows anyway that the upliving, cleanly men of the present era have their canterburies filled with almost everything in the toiletries line, except possibly lipsticks. The newspaper feature said that "men only use powder." That must have been meant as a joke, for most men now shave

OUR ADVERTISERS

THE PFAUDLER CO.
Manufacturers of Pfaudler and Elyria
Glass Enameled Steel Products
Rochester, N. Y.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York City.

Gentlemen: The direct return which we have had from your paper in the way of inquiries, many of which have crystallized into orders, have been extremely gratifying. In fact, considering the amount of space we have carried, I feel safe in saying there is no other paper on our list, and this includes a number of industries other than the chemical and allied, which gives us the per unit response such as THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

Trusting that our new contract with you will be equally fruitful, we are, very truly yours,

THE PFAUDLER CO.,
GEORGE F. KROHA, Advertising Manager.

themselves and do such good jobs that powder is not needed, but powder is not used solely for facial purposes. Creams, however, are in general demand by many men after close shaving. But some of the shaving creams now on the market are so exceptionally good that their use in shaving does not necessitate the application later of other creams to the skin and unless the shaver's complexion needs it little or no rouge is necessary. Just a touch may be helpful. Lipsticks have not yet got into masculine use, but there is no telling!

For all of these observations Mr. Wildey is not responsible, but he must stand for his quoted statement that within five years men will openly be using cosmetics. Here is what he said and there is some valuable hint in it for some of our readers who do not practice what they preach in pushing their wares through the trade:

"Hundreds of thousands use facial creams today. They have learned that skin is the barometer of age. An elderly man may dye his hair, his eyes may be youthfully bright, but his sagging skin betrays him. To look old is a blunder in this age of business. Cosmetics skillfully applied make a man look young and also make him feel young. Their use is not effeminate, but common sense."

LETTING EMPLOYEES IN ON THE PROFITS

In our April SOAP SECTION (page 104) there was an interesting account of the progress of the Procter & Gamble employees' profit-sharing scheme. In 1923 the company paid \$403,890 in dividends to its workers. Does anybody imagine that any of these beneficiaries of the plan are dissatisfied? Would anyone think that these workers are not all of the time trying to increase the general prosperity of Procter & Gamble? Developments have tended to answer the question. Jobs in Procter & Gamble's service are now at a premium. The workers like the idea of being part owners even if their holdings are small.

Profit sharing has many angles. Large corporations have an advantage over smaller ones in the matter of getting

good service from employees who buy into the company on a profit sharing basis, but men and women who are willing to stake part of their earnings in any establishment in which they feel an interest are not going to become slackers, not once in a thousand times. Some employers have hesitated to adopt any system of this kind, fearing that the security implied in even small partial ownership would tend to diminish the incentive of the worker. There has not been a recorded case of that kind so far in the profit sharing sphere. There probably never will be one.

Until within the last two or three years, in the great Wall Street financial district, Christmas or New Year bonuses took the place of profit sharing. Recently the conditions generally have changed. There were so many employees not especially well paid during the year who grabbed off the bonus and sped away to more lucrative fields of employment that the bankers and brokers decided it was time to make a change in the system. Larger salaries and no bonuses, or small ones, are now the rule, with very few exceptions.

Loyal employees in every business enterprise are working cheerfully to mount up profits, but it does not require the intuition of a Prophet to size up the results which may accrue from violating the Golden Rule, which Lord Leverhulme asserts is a prime factor of permanent success in business.

And after all unless the achievers of great wealth are able to get dispensations from the Divine Architect of the Universe to carry their excess profits into futurity what does it all matter? There is not a bit of sentiment in this suggestion to our readers who have not already considered the subject. It is plain business policy. Even the Brooklyn-Manhattan Rapid Transit has gone into the project and is selling its stock to employees on easy terms at less than market prices.

GET BUSY ON THE POLITICAL SITUATION

Our readers have been fully advised about the political situation and the necessity for making sure that Congressmen and other legislators be elected to carry out their ideas. The present time is ripe for intensive work, particularly with Senators at Washington who may be up for re-election and who will have a voice or vote in acting on the obnoxious Cramton Bill.

There are other issues, but just at the moment the Cramton Bill is the bad spot in the firmament. Tell your Senators the truth and impress upon them that this bill is neither a "wet" nor a "dry" measure. It is simply a bold attempt to stifle the provision of the Volstead Act's provision for the legitimate use of industrial alcohol by the Nation's industries.

The only excuse offered for the bill is that it will put the prohibition agents in the civil service and the provisions protect practically all of the people who have harassed our industries. If that is all the Prohibition Unit wants let it put in a bill simply providing for putting its force under the civil service, and by all means add a rider that the men shall wear uniforms, so that when they hold up automobiles or accost respectable citizens either in daytime or at night the victims may know whether they are dealing with robbers or government agents. Uniforms on the men would go a long way toward enforcing the law, for some of the enforcers in civilian clothes seem to lack either the courtesy or discretion which they might acquire if put upon the plane of regular uniformed police.

Newest Fashions in Our Allied Spheres

Paris decrees shorter skirts and decries the use of one-piece bathing suits. Possibly none? Probably not, but ears are to be revealed.

Hidden demonstrators are to pose in the front windows of department stores in full uniform.

Novelty wigs, made of spun glass, are worn by women in Berlin. The fad will reach here soon.

American hairdressers institute five new styles. Bobs are doomed, ears must be shown and transformations will help the weak sisters who cannot quickly replace their lost locks.

Athletic women may wear bobs while training, but off the turf transformations are necessary.

Men are using more cosmetics. It is predicted that in five years they will use lipsticks.

Perfumed cigarettes are all the vogue in London social events, as in the White Way, New York. The latest is for the fair smoker to perfume her own individual cigarettes, a Paris fad.

Fashion decrees that women may bob in beauty parlors, or barberies, but whisker shaving must be done in the home boudoir with safeties.

FAIR TRADE LEAGUE MAKES APPEAL FOR "BETTER BUSINESS" BILLS

In connection with the election of Members of Congress in November the American Fair Trade League, which has led the fight to crystallize sentiment behind "Better Business" measures in Congress calls attention to the fact that the standard price movement is in no respect a campaign issue. The non-partisan character of its support is indicated by letters received from congressmen of all shades of political opinion in reply to inquiries from constituents engaged in various lines of trade and established in many different states.

But notwithstanding the rosiness of the outlook, Secretary-Treasurer Edmond A. Whittier, of the League, asks us to urge the importance of having the trades point out to Congressmen and candidates for Congress that the pending measures are based upon principles immensely beneficial to the country at large. He summarizes them in the statement that they will enable the manufacturer of a trademarked or branded article to protect the consumer against misleading "bargain bait" advertising. Mr. Whittier declares that a "triangle of support" is needed to turn these bills into law; that they are equally important to manufacturers, dealers and consumers. He suggests the slogan: "A Square Deal for Square Dealers."

Four of these price maintenance bills will be up for possible action in December in the outgoing Congress. Literature upon any or all phases of the subject may be obtained from the national headquarters of the American Fair Trade League, at 71 West 23rd street, New York.

Finds The Perfumer a Wonderful Magazine

(The De La Mar Company, Toilet Preparations, Little Rock, Ark.)

Enclosed find check for \$2 to pay for a year's subscription to your wonderful magazine.

DRY UNIT UNYIELDING; OIL INQUIRY IS NEAR END

Coolidge's Decision on Sugar Tariff is Expected at an Early Date;

Perfumery Exports Gain; Trade Board Drops a Lemon Cream Citation

WASHINGTON, September 16.—Commissioner of Internal Revenue Blair still has under consideration the protest of members of the Alcohol Trades Advisory Committee and various alcohol users against the requirement that a stipulation shall be attached to permits of alcohol under which a manufacturer shall assume responsibility for actions of jobbers and wholesalers handling non-beverage goods. In the meantime the prohibition enforcement officials are not attempting to carry out their threat of the revocation of permits or the cutting off of alcohol supplies in case the stipulation is not made use of or violations take place.

While no penalties are being enforced, it is understood that collectors of internal revenue are still under instructions to attempt to require the use of the stipulation. Information received by representatives of trade organizations is to the effect that collectors of internal revenue in certain districts are insisting that manufacturers surcharge the stipulation on their products.

Stipulation Is Ignored as Being Illegal

Most manufacturers have refused to comply with the order on advice from their various associations that the requirement is illegal and that they are well within their rights in ignoring it. Some manufacturers have sought to have the internal revenue collectors reprimanded from Washington because of insistence on the stipulation requirement. Officials of the Prohibition Unit, however, have taken no steps to rescind the instructions heretofore given to collectors to require the use of the stipulation, but at the same time they have not directed the collectors to enforce any penalties.

In two or three instances where collectors have threatened to cut off supplies of alcohol it is known that instructions have promptly been sent by Commissioner Blair not to invoke the threatened penalty.

There is a feeling that Commissioner Blair is greatly displeased over the situation as brought on by this rule framed in the Prohibition Unit. It is understood that he would welcome a suggestion for a modification which would eliminate the cause for controversy. As yet, however, such suggestions as have been offered have been shelved.

Decision Awaited on Stolen Alcohol Ruling

There have been no new developments in the case of the ruling by J. J. Britt, counsel for the Prohibition Unit, that in settling claims on tax abatement on alcohol lost or stolen in transit allowance must be made for amounts recovered by shippers from insurance companies or railroads for the value of the alcohol lost or stolen. A legal opinion on this ruling is to be obtained from the Attorney General, and it is understood that some weeks may be required before the ruling is announced.

Representatives of the drug trades are inquiring into reports that the prohibition officials are planning to curtail the supply of alcohol for prescriptions.

Dr. Philes's suit in the District Supreme Court to test the right of the Prohibition Unit to limit physicians' prescriptions has been adjourned to September 22.

WASHINGTON, September 16.—Field investigations by experts of the Tariff Commission into duties on vegetable oils are nearing completion. Dr. Grinnell Jones, head of a squad of experts assigned to conduct investigations in Europe, has returned to the United States after finishing his work in England, Holland and France. Two of the members of his party continued on to British India.

Another group of investigators still is at work in the Orient and will not be back for another month. The field work, which is in the hands of several different groups in the United States, is progressing rapidly and will be completed, according to the present program, by October 1.

The commission will be ready to arrange public hearings along about November or December. The investigation has been confined to coconut, peanut, soya bean and cottonseed oils.

While the soap and other manufacturers using vegetable oils as raw materials are hoping for a reduction in duties, domestic producers are continuing a campaign in opposition to any decrease. The National Peanut Shellers' and Cleaners' Association, for example, at a recent meeting adopted resolutions opposing any reduction in duty.

The greatest public interest centers just now in the question of sugar duties which is before President Coolidge. The President has been studying for some time the two conflicting reports from the Tariff Commission, one of which recommends a reduction in duty while the other opposes any change. It seems likely that the President will delay action for some time and possibly will do nothing until after the election.

Sugar Interests Oppose Soap Industry

The same agricultural groups which are opposed to any reduction in duties on vegetable oils are against any reduction in the duty on sugar, partly because of a desire to insure adequate protection for beet sugar growers and partly because if duties on sugar are reduced precedents will be established in computing costs which will have a vital bearing in the vegetable oil case.

The agricultural groups, for example, desire the estimates of cost to include the cost of production to the farmer rather than prices actually paid to the farmer.

President Coolidge has reappointed David J. Lewis, Democrat, of Maryland, as a member of the Tariff Commission for another term of twelve years. Under the law it is necessary that not more than three of the six members shall belong to one party, so it would have been impossible for the President to replace Mr. Lewis with a Republican. However, there was a strong movement on the part of Southern protectionist Democrats to obtain the appointment of another Democrat in place of Mr. Lewis. The objection to Mr. Lewis is that he has followed the lead of W. S. Culbertson, vice chairman of the commission, in seeking to bring about reductions in duties on various commodities. Mr. Lewis, Mr. Culbertson and E. P. Costigan are the three commissioners who have recommended a reduction in the duty on sugar.

The other three members of the commission are Thomas O. Marvin, protectionist Republican, William Burgess, pro-

tectionist Republican, and H. H. Glassie, Democrat. Mr. Glassie has been inclined to join with Mr. Marvin and Mr. Burgess in many issues.

Dye Imports Drop, But Aromatics Increase

The monthly tabulation of imports of dyes, synthetic aromatic chemicals and other coal-tar products compiled by the Tariff Commission and the Chemical Division of the Department of Commerce shows a conspicuous drop in imports of dyes in August but a notable increase in imports of synthetic aromatic chemicals.

The imports of coal-tar dyes in August through the port of New York totaled 64,546 pounds with an invoice value of \$71,290. This was less than half the total of August, 1923, when imports through the port of New York amounted to 140,810 pounds valued at \$137,075. The July total was smaller than in any previous month of 1924, the high point having been reached in March, when total imports of dyes through the port of New York amounted to 293,862 pounds valued at \$302,016.

The unusual drop in imports of dyes is attributed to the subnormal activity of the domestic textile industry and also to anticipation of the reduction in the ad valorem rate of duty on dyes from 60 per cent to 45 per cent on September 22. The ad valorem rate goes down on that date, which is two years following the enactment of the Tariff Act of 1922 in accordance with a provision of that law. A specific rate of seven cents per pound remains in effect. The ad valorem rate on intermediates is decreased from 55 per cent to 40 per cent and on finished dyes from 60 to 45 per cent.

August Imports of Synthetic Aromatics

Imports of synthetic aromatic chemicals through the port of New York in August amounted to 7,108 pounds, valued at \$16,853. This is nearly double the rate of imports during the previous months of this year. Imports in July totaled 4,537 pounds, valued at \$7,766. The detailed figures for August are as follows for imports of synthetic aromatic chemicals of coal-tar origin:

Name of Chemical	Quantity Pounds Ounces	In- voice Value	Per Cent by Country of Shipment
Acetyltoluene (n. c.)	6 10	..	France, 100%
Amyl salicylate (c.)	9	France, 100%
Benzophenone (n. c.)	55	Germany, 100%
Benzyl acetate (c.)	198	France, 100%
Benzyl alcohol (tech.) (c.)	3,342	France, 67%
Benzyl benzoate (c.)	61	England, 33%
Benzyl isoeugenol (c.)	.. 2	..	Holland, 100%
Butyl salicylate (c.)	25	Holland, 100%
Coumarin (c.)	92	France, 100%
Coumarin extra A (c.)	20	France, 100%
Cyclohexanol (n. c.)	444	France, 100%
Dimethylhydroquinone (n. c.)	76	France, 100%
Diphenyl oxide (c.)	33	Switzerland, 99%
Ethyl cinnamate (c.)	5	Holland, 1%
Geranyl phenylacetate (n. c.)	.. 1	..	France, 100%
Hyacinth compound (c.)	40	Holland, 100%
Indol (n. c.)	.. 8	..	Holland, 100%
Jacinthe	11	France, 100%
Methylacetophenone (c.)	44	Switzerland, 75%
Methyl anthranilate (c.)	140 ..	\$217	France, 25%
Methyl methylantranilate	2	Switzerland, 64%
Musk ambrette (n. c.)	1,005	Holland, 36%
Musk ketone (n. c.)	386	Switzerland, 100%
Musk ketone synthetic (n. c.)	46	France, 1%
Musk PC (n. c.)	500	Switzerland, 74%
Musk xylene, pure (n. c.)	50	Switzerland, 26%
Para cresol phenyl acetate (n. c.)	3	France, 100%
Phenylacetaldehyde (c.)	86	Holland, 100%
Phenylethyl alcohol (c.)	235 ..	515	Holland, 87%
Phenylpropyl alcohol (c.)	5	France, 13%
Vanillin (c.)	72 14	..	Switzerland, 85%
Vertena D (n. c.)	4 8	..	Holland, 10%
Yara Yara (b-Naphthol methyl ether 110) (c.)	France, 5%
			Holland, 100%
			France, 100%
			France, 100%
			France, 100%
			Holland, 100%

The designation of "c" for competitive and "nc" for non-competitive indicates the appraisement basis for the assessment of the ad valorem duty in paragraph 28 of the Tariff Act of 1922. Those without designation are doubtful, pending further investigation.

The ad valorem rate for competitive coal-tar products is based on

the American selling price, as defined in subdivision (f) of section 402 of Title IV; the ad valorem rate for non-competitive products is based on the United States value, as defined in subdivision (d) of section 402 of Title IV of the Tariff Act of 1922.

It is assumed that there will be some agitation for an increase on the duty of coal-tar products at the next session of Congress. However, such proposals are not likely to get far in view of the flourishing condition of the domestic industry as shown by the latest census of the Tariff Commission.

Chemicals Slack, But Perfumery Exports Gain

Charles C. Concannon, chief of the Chemical Division of the Bureau of Foreign and Domestic Commerce, states that foreign trade in chemicals during July was satisfactory, when such relative facts as the unusually high figures for the preceding July, the decline in values of many commodities, and the general slowing up of business as a whole are taken into consideration although at first glance a study of the figures seems to disclose a considerable loss in this trade in chemicals and allied products as compared with July, 1923.

The total exports for July, 1924, were valued at \$12,010,472, seventeen per cent below July, 1923, the peak month of that year, when they were exceptionally high. The imports of \$10,999,925 in the current July were 28 per cent less than in July, 1923, when they reached \$15,208,394. The exports were over \$1,000,000 in excess of the imports.

Perfumery and toilet waters and dentifrices were the only classes in the perfumery and toilet preparations group to show improvements in sales to foreign countries during the period under discussion.

Trade Board Drops a Lemon Cream Complaint

The Federal Trade Commission has dismissed its complaint against the Friedrich-Friedrich Chemical Company, of Philadelphia, Pa. The company is a manufacturer of toilet preparations, such as facial and massage creams, soaps and other products, and in the commission's complaint was charged with misrepresentation in advertising its products.

The commission had charged that the company "labeled its products by featuring prominently the word 'Lemon' in such a way and with such qualifying statements in connection therewith as to impart to the purchasing public characteristics not possessed by said products; that the statements declarative of said purported qualities appearing on the containers, wrappers and advertising matter accompanying the same, directly assert or clearly import and imply to a substantial part of the purchasing public that said products contain lemon juice or citric acid, recognized by said purchasing public as producing a bleaching or whitening effect, when in truth and in fact said products do not contain lemon juice or citric acid or properties tending to produce, or producing, bleaching or whitening."

Among the products mentioned specifically were the following:

(a) *Lemon Cold Cream:*

"With the delightful clean Lemon odor for cleansing and whitening the skin."

"With its delightful and pleasing odor is highly beneficial to the skin both as a bleach and beautifier."

(b) *Lemon Cleansing Cream:*

"Cleanses, softens and whitens the skin."

"Lemon has long been recognized as a skin bleach and this cream is so prepared that it will not only whiten the skin, but cleanse and beautify it."

(c) *Lemon Massage Cream:*

"Lemon, with its many qualities, is not only beneficial to the skin, but the odor is especially pleasing and refreshing."

(d) *Lemon Soap:*

"This soap with its delicate odor suggestive of 'Citrus Land' not only thoroughly cleanses, but softens and whitens the most delicate skin."

New Dye Standard List Out

Supplemental list No. 8 to the official list of standards of strength of dyes and colors under provisions of Paragraph 28 of the Tariff Act of 1922 has been issued by the Treasury Department. There are 36 colors in the list.

BIG GAINS IN PERFUME AND FLAVOR SYNTHETICS

**Tariff 1923 Dye Census Shows Success of This New American Industry;
Quality Steadily Increases, with Lower Prices; Progress in Research**

WASHINGTON, September 16.—Manufacturers of synthetic aromatic chemicals had one of their most successful years in 1923, according to the annual census of dyes and other synthetic organic chemicals issued by the Tariff Commission. The report generally shows a record output for the year 1923 by all of the different groups of industries covered in the census. There was conspicuous progress in the production for the first time in this country of many important dyes and other synthetic organic chemicals, as well as a further reduction in selling prices.

Relative to synthetic aromatic chemicals the report says: "The production in 1923 of synthetic organic chemicals other than those derived from coal tar was 90,597,712 pounds, compared with 79,202,155 pounds in 1922. Sales in 1923 amounted to 67,727,067 pounds, valued at \$13,875,521. This total includes the production of research chemicals, sales of which amounted to 437 pounds, valued at \$7,930, or \$1.81 per pound.

World War Emergency Starts Big Industry

"Previous to the World War the United States produced a few synthetic organic chemicals other than those of coal-tar origin. Among these were acetone, chloroform, ether, acetic acid, formaldehyde, acetaldehyde, amyl acetate, and vanillin. Although few in number, the chemicals of this group required large scale production.

"Shortly after the outbreak of the war the manufacturers of finished perfumes, flavors, pharmaceuticals, and other products, who had been dependent upon imports of fine chemicals from Germany, were confronted with a serious situation. The American manufacturers who then undertook to supply these products have since developed an industry not only of considerable size but the source of most of the synthetic organic chemicals consumed in the United States.

"*Synthetic aromatic chemicals.*—The synthetic aromatic chemical industry is a source of supply of raw materials for the flavor and perfume industries. The past year (1923) was probably one of the most successful that American manufacturers of these products have enjoyed. Progress has been made in overcoming the former prejudice against synthetic aromatic chemicals, and the most important factor in this result has been the successful and systematic development of quality products. American manufacturers of these products have not neglected that essential unit of their business, namely, the research laboratory, and the industry has consequently been placed upon a stable and scientific basis. Workers in the field of perfumes and flavors know it to be one of the most extensive and difficult branches of organic chemistry and, although much important work has been accomplished, further developments may be expected.

Some Conspicuous Increases Are Shown

"Heliotropin, ionone, isoeugenol, rhodinol, terpineol and vanillin show conspicuous increases in production. Several of the esters used in perfumery, as well as nerol, an alcohol similar to geraniol, were reported in 1923, but not in 1922.

Among the products showing a decrease in production are linalyl acetate and citronellol.

"*Esters.*—Several of the esters show a large increase in production. The production of amyl acetate in 1923 reached 3,207,022 pounds and of ethyl acetate (85 per cent), 25,887,720 pounds, as compared with 16,114,458 pounds in 1922. Ethyl chloride shows an increase in production, and butyl acetate a decrease."

Statistics are given in the report relative to production during the year in cases where data is available and where figures can be published without disclosing the operations of the individual producer.

No figures are given relative to the production of citronellol. It is shown that this was manufactured during the year by the Florasynth Laboratories, Inc., Unionport, N. Y.; the C. E. Ising Corporation, Flushing, N. Y.; and the Vernon Synthetic Chemical Corporation, Inc., Long Island City, N. Y.

The sales of ionone were 23,476 pounds, valued at \$98,478, the average price per pound being \$4.20. There were six manufacturers, including the Florasynth Laboratories, the C. E. Ising Corporation, Morana Inc., New York City, Van Dyk & Co., New York City, and the Vernon Synthetic Chemical Corporation, Inc., Long Island City, N. Y.

Production of geranyl acetate is not given, but it is stated that there were five manufacturers, including the Florasynth Laboratories, Fries & Fries Co., Cincinnati, Ohio; Morana, Inc., and the Synfleure Scientific Laboratories, Inc., Monticello, N. Y.

Sales of heliotropin amounted to 12,914 pounds, valued at \$24,572, the average price per pound being \$1.90. Total production during the year amounted to 11,696 pounds. There were five manufacturers of heliotropin, including W. J. Bush Co., Inc., New York City; and Van Dyk & Co.

Vanillin and Coumarin Production

Total production of vanillin amounted to 269,941 pounds. No information relative to sales or values is given. There were six manufacturers, including Fries Bros.; Fries & Fries Co.; the Maywood Chemical Works, Maywood, N. J.; and the Verona Chemical Company, Newark, N. J.

Coumarin production was 114,682 pounds; sales, 104,200 pounds; value, \$389,799, averaging \$3.74. Six manufacturers listed but only these four were named: Monsanto Chemical Works, Florasynth Laboratories, C. E. Ising Corporation and Dow Chemical Co.

Production figures for isopropyl alcohol (isopropanol) are not given. There were three manufacturers, including the Carbide & Carbon Chemicals Corporation, New York City, and the Organo-Chemico Company, Sandusky, Ohio.

Production of rhodinol amounted to 5,729 pounds. Sales reported total 2,985 pounds, valued at \$43,558, the average price per pound being \$14.69. There were seven manufacturers, including the Florasynth Laboratories; the C. E. Ising Corporation; Morana, Inc.; Synfleure Scientific Laboratories; A. M. Todd Co., Kalamazoo, Mich.; Van Dyk & Co., and the Vernon Synthetic Chemical Corporation.

Most of the products show considerable increases in

production over 1922. Heliotropin, for example, increased from 6,794 pounds in 1922 to 11,696 pounds in 1923. Rhodinol increased from 777 pounds in 1922 to 5,729 pounds in 1923. Production of vanillin increased from 221,046 pounds in 1922 to 269,941 pounds in 1923.

Materials for Perfumes and Flavors

The census deals with flavors and perfume materials under the head of Synthetic Coal Tar Products. Relative to flavors and perfume materials the report says:

"Description.—There is no sharp line of demarcation between these two classes of coal-tar chemicals, many of them being used both as flavors and perfumes; a separate classification is, therefore, in certain cases arbitrary. They serve as perfume materials for soaps and other toilet articles, and for other similar products, and as flavors for food and food products.

"Production.—The total production of flavors in 1923 was 1,458,024 pounds; sales amounted to 1,442,387 pounds, valued at \$1,780,313. In 1922, production amounted to 1,215,668 pounds.

"Some of these products show a large increase in production, notably saccharin, used as a sugar substitute, and methyl salicylate, used largely as an artificial wintergreen flavor. The total 1923 production of methyl salicylate was 967,505 pounds.

"The output of perfume materials in 1923 was 1,365,449 pounds, this being a large increase over 1922, when 793,148 pounds were produced. Sales of these products in 1923 totaled 1,275,432 pounds, valued at \$789,431.

"Diethylphthalate ranked first in quantity of production and value of sales. The production in 1923 was 1,250,280 pounds; sales were 1,170,939 pounds, valued at \$592,039. Production in 1922 was 725,984 pounds. Diethylphthalate is used under a special formula as an ethyl alcohol denaturant. The production of benzyl benzoate for 1923 was 29,185 pounds, an increase over that of 1922. Two other benzyl compounds showing increases in production for 1923 are benzyl alcohol and benzyl acetate, with a production of 12,080 and 21,937 pounds respectively.

"Other products of this group made in quantity are amyl salicylate, diphenyl oxide, benzylidene acetone, methyl anthranilate, and phenyl acetic acid. The production of phenyl ethyl alcohol shows a large increase over the 1922 figure, but the quantity produced is still far below the domestic consumption. Production of phenylacetic aldehyde and cinnamyl alcohol is also below the domestic demand; artificial musks are not reported at all, although large quantities are imported.

"Among products reported in 1923 but not in 1922 were benzyl propionate, para cresyl acetate, para cresyl phenyl acetate, dibenzyl ketone, ethyl fumarate, and phenyl glycol acetate."

The report describes the growth of the dye and synthetic organic chemical industry, citing various factors which have proved unexpectedly favorable for the continuance of this wartime industry.

Old Complaint Against N. W. D. A. Dismissed

The Federal Trade Commission has dismissed a complaint against the National Wholesale Druggists Association. The complaint was issued in 1918 and was set for hearing in the same year but the hearing never took place. The complaint charged that the association and other respondents engaged in a combination or conspiracy to suppress competition in the wholesale drug trade and through such combination to hamper and obstruct certain competitors who were not members of the association.

Insurance and C. O. D. Rule Applied to Third Class Mail

By an amendment to the postal laws and regulations, which went into effect July 1, photographs, lithographs and other matter classified as third-class mail may be sent as insured or C.O.D. when mailed or addressed to post offices in the continental United States and island possessions and territories thereof. Prior to July 1 only fourth-class mail could be sent through the mails in this manner under the provisions of law adopted by Congress when it created the parcel post system.

Third-class mail may, however, continue to be registered

upon payment of a fee of 10 cents, with indemnity for the actual amount of loss sustained up to \$25.

As yet, domestic third-class mail cannot be sent as insured mail to Canada, the insurance service to that country being limited as yet to fourth-class or parcel-post mail.

Box Board Production to Be Standardized

Manufacturers of box board and representatives of the Folding Box Manufacturers' Association, the National Container Association, the National Paper Box Manufacturers' Association and of the set-up box industry, following action which was begun last May, have named a central committee to undertake a survey of the industry and to prepare recommendations for definite standards covering carton thickness for various uses.

COLLAPSIBLE TUBE INDUSTRY

The Department of Commerce announces the following statistics on collapsible tubes for the month of July, 1924, according to the reports received from 11 companies (including one company not reporting orders). These data show orders, cancellations, shipments, and production during the month, and whether the product is made from tin, lead, or composition, and in addition the press hours capacity and press hours operated during the month are given:

ORDERS, CANCELLATIONS, SHIPMENTS, AND PRODUCTION					
ITEM	Establishments reporting	Total (gross)	Tin (gross)	Lead (gross)	Composition (gross)
Unfilled orders beginning of month	10	322,824	277,410	24,485	20,929
Orders booked during month	10	124,420	114,513	8,399	1,516
Cancellations during month	10	698	238	460	—
Shipments during month	11	157,124	134,191	19,912	3,021
Unfilled orders end of month	10	317,062	274,194	24,244	19,424
Production during month	11	155,266	137,272	14,742	3,252

PRESS OPERATION - ELEVEN COMPANIES REPORTING	
Press hours capacity this month	28,199
Press hours operated this month	16,054
Per cent of press capacity operated	64.0

CAVEAT EMPTOR IN A NEW FORM

(From Advertising and Selling Fortnightly)

Another of the evils of marketing seems in a fair way to be rooted out. For a long time "hidden demonstrators" have been employed (and paid directly) by certain makers of toilet articles. Placed behind the counters of large stores, they have forced their employer's own brand on a store's customers whenever possible, often "knocking" competing products carried by the store in a way that was far from fair.

The American Manufacturers of Toilet Articles, an association made up of many of the leading toilet goods manufacturers, has recently gone on record as condemning this practice, and a movement has been inaugurated to require all factory-paid demonstrators to wear conspicuous badges to show that they are not regular store employees. While this is really the old principle of *caveat emptor* in a new form, it is certainly a step in the right direction.

It will be interesting to see whether the system can survive this change, whether the behind-the-counter demonstrator can earn her salary month after month for the manufacturer when labeled with a badge that robs her of the sponsorship of the store.

"Of Inestimable Value"

(W. A. Maunder, Memphis, Tenn.)

I find THE AMERICAN PERFUMER to be of inestimable value.

SURVEY OF FOREIGN TRADE TOILET GOODS FIELDS

Commerce Department Agents Make Timely Reports on Opportunities;
Some Valuable Hints for Our Manufacturers Who May Wish to Expand

MEXICO AS A MARKET FOR TOILETRIES: BEST WAYS TO HANDLE SITUATION

Warren Ullrich, clerk to the trade commissioner at Mexico City, has forwarded to the Department of Commerce the following information on the market for toilet preparations in Mexico:

"Mexico has always furnished a very large market for toilet preparations. France, which gained an early advantage in this market, has managed to hold it, in spite of increased competition from locally made products and increased competition from the United States, Spain and Germany. While the United States has maintained her position as second best supplier of this market, her trade has increased quite materially over that for pre-war years, such as 1913. It is estimated that the local production supplies about 40 or 50 per cent of the trade.

"Extensive advertising of toilet preparations is almost indispensable because the trade is highly competitive. In advertising liberal use is made of illustrations. Such forms as window displays, counter cards, display cases, etc., have a good effect and the manufacturer should supply his distributor with a quantity of these forms of advertisements sufficient to reach the retail trade. The American custom of distributing free samples is not used to any great extent in Mexico. Advertising should be in Spanish so that it will reach the majority of the trade, the percentage of the English reading public being small.

"The use of all kinds of toilet preparations in the barber shops is fairly large. On entering a barber shop the man as a rule takes practically everything the barber has to sell him, including face massage, shampoo, shave, haircut, manicure, hair tonic, etc. Practically every barber shop will be found to have from two to three women manicurists, always well patronized by the clients of the shop.

"Ladies' beauty parlors are not as prevalent as barber shops, but there are a number in Mexico City. Nevertheless, a good market exists for manicurists' specialties, creams, cosmetics, etc. The use of muds is being introduced and sales are expected to increase gradually as this product becomes better known.

"Some manufacturers prefer to appoint agents in various centers of the Republic. While this method may secure a more intensive sales development, it involves the manufacturer in a greater amount of labor and credit responsibility, and it is not believed to be as advantageous as the appointment of an exclusive representative. Manufacturers soliciting orders by mail only can not expect to compete with companies already having strong local representation."

Lists of wholesale drug houses handling toilet preparations can be obtained by properly qualified firms upon application to the Commercial Intelligence Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C. Tariff duties, restrictions, etc., may be obtained by eligible firms upon application to the Division of Foreign Tariffs of this Department.

Derives Good from Every Issue

(From I. G. P. Newhard, Manager Beecham's Laboratory, Alabastine and Toilet Requisites, Oscawana-on-Hudson, N. Y.)

Attached find a check for a lone \$2 and must say that we never feel more guilty in our lives than when we make a check payable to you each year.

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is not only quality but quantity and we do believe that there is not an issue that we do not derive some good point or locate a better source to procure materials and at the same time get the gossip and doings of the fellows who are. So we again wish you prosperity in your continual strides forward to our mutual benefit.

DENMARK OFFERS MARKET FOR ENTER- PRISING AMERICAN TOILETRY EXPORTERS

F. E. Fenselau, secretary to the commercial attache at Copenhagen, has forwarded to the Department of Commerce the following report on the market for toilet preparations in Denmark:

"Toilet preparations are imported in increasing quantities into Denmark. In 1923 the United States supplied 16 per cent of the trade, France 33 per cent, and Germany 40 per cent. In 1922 the United States furnished only 9 per cent, France 29 per cent, and Germany 43 per cent.

"The Danish production of toilet articles is small and is practically limited to dentifrices, eau de cologne, hair water, and perfumes of the cheaper qualities. There are three or four wholesale firms in Copenhagen which have laboratories for the manufacture of toilet preparations. The barber shops also make hair waters to suit their own requirements.

"Perfumes, toilet waters, and cosmetics are used to a lesser extent in that country than in the United States, but the sales are steadily growing. The American and German products, with the exception of high-grade French perfumes, are the most expensive, and it is thought that imports from Germany for this reason have decreased somewhat during the first few months of the current year. German prices at present are considerably in excess of those of French and British and even of American products.

"In selling these products the common practice apparently is to solicit orders through correspondence or by the visits of traveling representatives. Distribution proceeds from the factories to the importers and thence to the wholesalers and retailers, in many cases the importer being also a wholesale and retail dealer.

"Credit terms, especially of the French manufacturers, are said to be very liberal. On the other hand, American firms doing business in Denmark usually demand cash against documents, although when dealing with large and well-established local firms other arrangements are sometimes made. In most cases it appears that the American terms, even though not as liberal as those of competing countries, do not constitute a serious handicap.

"For an American concern entering the market, the most advisable method to pursue would be to place the product in the hands of a Danish wholesaler who is thoroughly versed regarding both the local situation and trade conditions. Considerable advertising, of course, is also necessary."

Some Good Market Pointers on British Guiana

Consul Gaston Smith, Georgetown, British Guiana, has sent the following report relative to the market for toilet preparations in that region:

"The United Kingdom has catered to tropical countries for many years and has learned that the extreme heat and periodical rainy seasons in those regions, require that products intended for them must be specially prepared and packed so as to resist the climatic condition.

"It is noted that the British shaving sticks and many of the toilet soaps are less inclined to run and change into a glutinous mass during the rainy season in those countries than are some of the American shaving sticks and toilet soaps. English tubes for pastes and dentifrices also are better sealed at the bottom and less likely to leak, but generally speaking, American toilet articles compare very favorably with similar goods from the United Kingdom, both as to container and quality of product."

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

EXPLORER REPORTS NATURAL MUSK SUPPLY MENACED

**Dr. Rock Tells of Tibet Edict to Kill Hunters Who Slay the Tiny Deer;
Scientist Discourses Also on the Supply of Ambergris, Castor and Civet**

WASHINGTON, September 16.—Dr. Joseph Rock, an explorer for the National Geographic Society, who has recently returned from an exploration to Chinese Tibet, reports that musk, the most penetrating and already one of the most costly substances used in "fixing" perfumes, may soon be dearer than rare jewels because the lamas of Tsarung in southeast Tibet have issued an edict that hunters caught killing musk deer will have their hands cut off and nailed on the temple doors. Dr. Rock in his report deals also with three other animal raw materials for preparing perfumes, ambergris of the pot-whale of the Indian Ocean, castor, from the beaver of Canada and Liberia, and civet from the civet cat of Abyssinia and India.

"The tiny musk deer, due to the perfumers' attempts to satisfy the demands of fashion, is becoming very scarce in this mountainous district, which is the world's single source of highest grade natural musk," says Dr. Rock. "Growing scarcity of the deer led the lamas to restrict hunting. The musk sack, which is about the size of a crab apple, occurs on the belly of the male of the species. Since there are about five females to every male, many must be caught to secure a small quantity of musk. The traps either kill or fatally maim all deer caught so that hunting reduces the number of potential reproducing members of the species very rapidly.

Musk Deer About the Size of Goats

"The musk deer are very small; approximately the size of a goat. When a male is killed the sack is removed and in its natural state, is wrapped in tin foil and shipped in strong, silk-covered boxes. One representative of a French perfume concern has lived on the border of Tibet for twenty years for the sole purpose of buying musk from native hunters. Even at the source of supply in this remote district, musk is very costly.

"Musk is a necessary element of nearly all high grade perfumes. Ordinarily the layman cannot detect it because it is used as a base to carry the more perishable and less penetrating floral perfumes such as rose, lilac, violet and lily of the valley. The only other source of natural musk is the Altai Mountains in mid-Asia, but the product from deer of this range is much inferior to the Tsarung musk. Since this scent has long been one of the essentials of perfume and has always been costly it was one of the first to be manufactured synthetically. But the manufactured grades now available do not measure up to the natural product and are only used in cheaper perfumes. Natural musk is said to be so penetrating and so capable of retaining its strength that an infinitesimal bit will scent a large room for more than two years.

Bootlegging in Musk a Possibility

"Despite the lamas' decree with its terrible penalty there will probably be some bootlegging in musk. Increasing scarcity of the musk deer and the edict are expected to combine, however, to send prices sky high.

"Innumerable flower scents are used by perfumers in their art but only four animal perfumes are regularly employed. Scarcely could more diverse creatures be con-

ceived than the four represented on the perfumer's shelves; nor more diverse habitats, nor more diverse corners of the earth as sources of supply.

"In addition to the musk deer, there is the pot-whale of the Indian Ocean which supplies ambergris, the beaver of Canada and Siberia, which supplies castor, and the civet cat of Abyssinia and India, which supplies civet. These animals represent the mountains, the seas, the tropical jungles and Arctic swamps.

"Ambergris is to the mariner what a huge gold nugget is to a prospector. Its origin is somewhat obscure but it is a fatty substance believed to be formed in the intestines of the pot-whale. Usually it is found floating in the ocean or cast up on the shore; a piece as large as a man's first is regarded as a great find. Many an old New England skipper dreamed of finding a piece of ambergris and retiring from his stern calling to a comfortable farm in the New England countryside, for a 'nugget' of ambergris is worth a small fortune.

"Like musk, civet and castor occur in small sacks, but in the latter cases on the bellies of the civet cat and beaver respectively. The best civet is said to come from Abyssinia and the best castor from Siberia. Civet is used more extensively than castor.

"No animal perfume is used by itself. In the natural state the overpowering, concentrated odor is disgusting to most people. Travelers who have witnessed the removal of the scent glands from penned civet cats in Abyssinia describe the atmosphere in the immediate vicinity as hard on occidental noses as the odor of skunk. Perfumers dissolve the natural substance of animal odors and dilute it hundreds of times until the scent is barely observable. This diluted substance, however, works wonders with the floral scents; it not only magnifies their natural fragrance, but also serves to make more permanent perfumes which would become weak with age.

"Some of the best known perfumes contain traces of the animal perfumes. Ambre, bouquet de l'amour, and some of the d'Esterhazy bouquets contain both ambergris and musk. Different formulas of the familiar Jockey Club call for ambergris, civet and musk. Animal perfumes are not used in the various kinds of eau de Cologne."

DETECTING COUMARIN IN VANILLIN

Coumarin and vanillin can be distinguished by their behavior toward iodine and potassium iodide solution (a solution containing 1 per cent iodine and 2 per cent potassium iodide). A saturated water solution of vanillin to which this solution is added shows only the natural yellow color, while a saturated water solution of coumarin gives first a yellow turbidity, changing rapidly into a paste of blue-black crystals, having a metallic luster like iodine crystals. If a mixture of vanillin and coumarin, such as the residue from the evaporation of an ethereal extract, is touched with a drop of the iodine and potassium iodide solution, the coumarin crystals show up clearly as blue-black points. The precipitate is easily soluble in alcohol, ether and chloroform, and difficultly soluble in water.—*Swiss Health Office, through South German Pharmacists' Journal.*

PLANT EXUDATIONS USED IN PERFUME INDUSTRY

Sixth Article of Series on Raw Materials for Toiletry Manufacturers;
Antecedents, Sources and Attributes of Tolu Balsam Are Described

By W. A. POUCHER, Ph. C., London, Eng.

Author of "Perfumes and Cosmetics"

(Series Continued from Page 312, August, 1924.)

Tolu Balsam

It will have been noticed that nearly all of the plant exudations so far described in these monographs have originated from Asia. A few have come from Africa and Europe and one¹ from America. This substance has at present no extensive application in perfumery but Tolu Balsam, emanating from the same continent has already gained a world-wide reputation and use in both medicine and perfumery.

The existing historical records of the plant products already treated are not by any means comprehensive but, as shown, there are references here and there in classical literature. By piecing these together it is possible to glean some approximate outline of the part they have played as aromatics through the ages. In the case of Balsam of Tolu however, no such records exist and although it is very probable that this plant exudation was known to the Indians of South America from a very early date, there is no reference to it in literature until the fifteenth century.

According to the exhaustive researches of Fluckiger and Hanbury² a work was published in 1574 from the pen of Monardes, a Spanish physician, who relates how early explorers in South America observed the Indians collecting this drug by making incisions in the trunk of the tree. Below the incisions they affixed shells of a peculiar black wax to receive the balsam which being collected in a district near Cartagena, called *Tolu*, took its name from that place. He adds that it is much esteemed by Indians and Spaniards, that the latter buy it at a high price, and that they have lately brought it to Spain where it is considered to be as good as the famous Balsam of Mecca.

Perils Encountered in Research

It was not until 1863 that any authentic information became available regarding the botanical origin and collection of the balsam. To obtain this J. Weir encountered many difficulties and our present knowledge is based on the account he published in a London periodical³ which was quoted in most of the scientific journals at that time. The tree yielding Tolu Balsam, *Myroxylon toluiferum* H.B. & K.N.O. *Leguminosae*, is distributed throughout the northern part of South America and flourishes particularly in the valley of the Magdalena River, New Granada and Venezuela. It is an erect species attaining a height of about 70 feet, the first branches seldom being lower than 40 feet.

The balsam is collected by making a deeply cut V-shaped notch in the bark and affixing in its acute angle a calabash cup which retains the balsam as it exudes from the schizogenous ducts. Several of these incisions are made and cups fixed around the lower part of the tree trunk. When the base is well covered the incisions are made higher up and to reach them a crude scaffolding is fixed.

As the calabashes become full they are emptied into gourds which are slung on the back of a donkey and thus transported to the coast where they are transferred into tins for export. The tree is bled for about eight months of the year.

Tolu Balsam is at first a soft tenacious solid but it hardens with keeping and in cold weather becomes quite brittle. It contains up to about 80 per cent of resin together with benzoin and cinnamic acids, vanillin, benzyl benzoate, benzyl cinnamate and a small quantity of volatile oil.

Waste of Residue Should Be Stopped

The balsam has a soft sweet hyacinth-like odor and is a very useful raw material in modern perfumery. It is of course an excellent fixator by reason of its high resin content and this earns for it a prominent place in such compounds as artificial ambers, etc.

It is also employed in soap perfumery. Many readers will know that in manufacturing pharmacy Tolu Balsam is used in the preparation of a syrup and that frequently the partially exhausted drug is thrown away. This should be discontinued forthwith, since it is still highly odorous and in this form will act as an excellent fixative in soaps.

To prepare Tolu Balsam for use in high class perfumery, it is dissolved in spirit of high strength (1 in 10), filtered and used as a tincture in handkerchief bouquets. For use in floral ottos such as hyacinth, magnolia, champaca, etc., it is best to dissolve it in an equal weight of 90 per cent alcohol by the aid of gentle heat in a water bath, and decant before use.

(Series to be Continued.)

Gum-Oleoresin of Boswellia Serrata

Constituents of the essential oil from the gum-oleoresin of *Boswellia serrata* Roxb. O. D. Roberts *J. Soc. Chem. Ind.* 42, 486-8T.—The investigation showed that the portion of the oil from *B. serrata* gum-oleoresin boiling above 190 degrees under atmospheric pressure, estimated to constitute about 20% of the oil, had approximately the following comparison: (The values in parenthesis indicating amount in the entire essential oil) aldehydes, chiefly or entirely anisaldehyde 1.2 (0.2), phenols unidentified 0.4 (0.1), phenol ethers chiefly or entirely methylchavicol 23.0 (4.6), alcohols calculated as terpineol 30.8 (6.2), esters calculated as terpinyl acetate 3.4 (0.7), residue liquid containing sesquiterpenes 41.2% (8.2%).

Essential Oil in the Leaves of Dacrydium Biforme

Basil Hughson Goudie, of the University of Otago, Dunedin, N. Z., writing in the *Journal of the Society of Chemical Industry* (1923, p. 357T), records the examination of an essential oil distilled from the leaves of *Dacrydium Biforme*, a member of the Coniferae (tribe Taxaceae), endemic to New Zealand.

The oil, which is obtained in a yield of 0.25 per cent, contains nearly 40 per cent of a sesquiterpene, probably cadinene, an oxygenated compound which was not identified, and about 13 per cent of a crystalline diterpene for which the name *dacrene* is suggested.

¹ Liquid storax.

² Pharmacographia (1879), 202.

³ *Journal of the Royal Horticultural Society*, May, 1864.

SEPTEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, September 6.—Following is the September report on essential oils and other floral products:

Orange

The distillation of the leaves for the manufacture of petit-grain oil continues. It will be finished about September 15. The price of this oil will be very high again this year on account of the expensiveness of the orange flower.

The demand for neroli continues very active because foreign exchange is very high and its price in French money becomes quite advantageous to foreign consumers.

The orange flower products obtained by volatile solvent extraction are becoming very scarce, and it is feared that the stocks will not last until the next harvest.

Nevertheless, quotations have remained the same as those of last month.

Rose

The market is still very active.

The high market prices of the Bulgarian otto very greatly facilitate the sale of all the Grasse rose products which are in great demand.

Jasmin

The crop will be smaller than was expected at the beginning of August. During the whole of last month the mistral (northwest wind) blew for a fortnight making the weather considerably cooler, to such an extent that the month of August was chilly. As a great deal of warmth is needed for jasmin, the blossoming has been and continues to be slow and unimportant.

As September is always cool we can not count on the good blossoming that was hoped for at the beginning of the harvest. Then the plants were superb and with very warm weather we would have had a very large crop of blossoms.

In addition to this atmospheric cause we must call attention to a veritable scourge of jasmin, the worm. This is a mite which eats into the bud at the base before the bud has time to open, so that it dries and falls. Up to the present time no method of protection has been found against this enemy which has caused the loss of a good quarter of the jasmin crop.

Tuberose

The crop of tuberose will be below the standard. The stalks which bear flowers have not blossomed normally. The coolness of the nights has likewise prevented the flowers from opening so that the flowering is poor. There will not be a good production this year.

Geranium

A drop in the price of the Bourbon oil has been observed, due to the quiet market. But, on account of the small quantities which will be gathered this year, a rapid recovery is anticipated in a very little while. The price levels of Bourbon vetiver oil have likewise given way to a considerable extent.

The price of Algerian geranium oil remains the same because speculation has less effect on products from that region. Since the stock and the size of the cuttings are more easily controlled, the sellers find it less easy than at Réunion to give information with the object of affecting the state of the market. The market price of African geranium oil is firm because the stocks are very low and because there is only the winter cutting still to come. This is generally poor both as to quality and quantity on account of the rains which interrupt the cutting at this time.

As to Grasse geranium oil, the market price remains as high as before, because there is only a small amount and the demand far surpasses the production.

Mint

Since Japanese mint went up, all the other mints followed it in price. Nevertheless the rise up to the present time has not been very great and we may assume that it will stop at the present limits.

The crop of Grasse mint will be normal, but the yield in oil will be very low this year.

Lavender

The demand for the oil of lavender is very large on the part of all the countries that consume it. Although the present price is a little high, foreign buyers are giving large orders and an increase in price is not impossible, especially if the value of the dollar and of the pound sterling remains at the present standard. The production in 1924 will certainly not be sufficient to meet the requirements of the year, for the reasons that we gave in our preceding reports.

Spike

Spike oil will also be very expensive, because, to the distiller, the cost of the manual labor for gathering the plants is the same as it is for lavender. Moreover as spike oil is much cheaper than lavender oil, the distillers have great difficulty in obtaining the plants to distil. Spain announces a mediocre crop and a very large demand, consequently extremely high prices which will necessarily be reflected by the prices of French spike oil.

Rosemary

The demand for rosemary oil is rather active because it is really the only oil the price of which is at present within the reach of the manufacturers of cheap soap. The crop has been normal, but manual labor which is always scarce and expensive has crippled the distillation of the plant. The result is a cost price which is very high and which is not always understood and accepted by the consumer.

Thyme

Thyme oils of high thymol content continue to be in very great demand. No decrease, but rather, an increase in the price of this oil is to be expected, because the stocks are low and there will be no fresh merchandise until the distillation of next May.

Summary

Since the vacation season is almost over, business will little by little regain its normal course. Already orders are coming to the perfumers of Grasse which augur a good resumption of business in a very little while.

The present market prices for floral products and for essential oils are clearly very high. But as exotic products are likewise very expensive, this proves that the sellers in other countries are laboring under the same difficulties as are the French sellers; namely, difficulties of manual labor, of transportation, of excessive charges of all sorts, which end by making the cost prices go up very high.

Today workers in the fields consider that they have a disagreeable occupation and prefer more and more to work in the town. The result is an exodus of the country population and those who remain take advantage of the fact to demand very high pay.

British Patent for a Skin Lotion

British Patent 199,209—Cosmetics. F. Gunn. A skin emollient or lotion is prepared by taking 6 parts by weight of distilled H₂O, adding 3 parts of glycerol and 2 parts of lemon juice and agitating the mixture. The proportions may be varied, and perfume and coloring matter may be added.

AROMATIC GRASS OIL INDUSTRY OF JAVA

**Citronella Exports Complete for 1923 and the Ten Previous Years;
Cultivation Is Simple; Lemongrass Trade Drops; Vertivert and Canaga.**

By A. C. BLACKALL, London, England.

The rapid growth of the use of volatile oils, both for medicinal and commercial purposes, is well worth studying, as these oils now so largely enter into the manufacture of popular and high class perfumes and scented soaps.

Many of the best known essential oils are produced from several members of the genera *Andropogon*, *Cymbogon* and *Vetiveria*, which group includes many of those in most common demand in the markets of the world, now known and freely classified as "aromatic grass oils." Not only do these oils contain natural and pleasing perfumes, but they are also rich in percentages of prime materials now in such great demand for nearly all classes of synthetic perfumes. Probably the most popular and widely known of all these aromatic grass oils is a derivative of citronella grass (*Andropogon nardus*), which is extensively cultivated in Java, the oil therefrom also being distilled there in local factories.

Growth of Industry Is Going on Rapidly

Manufacturers of all countries have made such extensive demands on the sources of supply that the growth of the industry during the last ten years has been very marked. The United States and the United Kingdom have been by far the largest purchasers, but France, Japan, Holland and Germany have also been potential competitors.

The Java custom house returns from 1913 to 1923, as set forth below, show the marvellous expansion of the trade. In the first year named the total exports were but 75,230 kilos, while for the first 11 months of 1923 (the last date for which figures are available) they amounted to 432,108 kilos.

Java's Exports of Citronella Oil by Countries.

Year	U. S. A. Kilos.	Great Britain Kilos.	France Kilos.	Holland Kilos.	Germany Kilos.	Japan Kilos.	Others Kilos.	Total, Inc.
1913	6,637	21,137	20,422	23,824	75,230
1914	25,787	1,500	31,446	55,666	17,164	5,091	136,654
1915	63,569	60,394	38,049	55,713	12,377	233,328
1916	196,095	151,719	40,653	14,278	19,416	428,743
1917	204,807	213,631	15,564	5,565	50,437	515,763
1918	84,478	69,360	233,095	80,867	228,124
1919	85,619	91,264	80,767	124,496	6,912	528,534
1920	46,921	75,230	28,332	34,278	5,020	67,487	434,445
1921	100,931	13,052	47,694	64,095	21,070	47,852	273,140
1922	97,960	137,944	84,438	26,041	9,669	41,390	434,708
1923	165,153	125,643	477,758

Note—Prior to 1923, a very large quantity of the shipments to Holland ultimately found their way to Germany.

One of the most interesting features in the above table is the almost neck-and-neck race which continues between the United States and the United Kingdom.

Should the consumption of Australia, at 14,962 kilos, and of China, at 9,250 kilos, continue at the present rate, they will merit the inclusion of these countries under separate headings in future figures. Included in the total are the following insignificant figures: Siam, 366 kilos; Hongkong, 265 kilos, and Singapore, 180 kilos—the two latter being notable declines, since in 1921, 8,391 kilos were exported to Singapore, and in 1922, 4,085 kilos were shipped to Hongkong. However, the imports of these two countries have always been so spasmodic as never to warrant their notation separately. On the other hand, the Siam figures, al-

though very small, show promise of a growing trade, as in 1922 she imported 70 tons for the first time; thus an increase of over 500 per cent is shown in her second year's trade.

Scientific Methods Being Adopted

Although originally cultivated and distilled in a somewhat primitive manner, the growing importance of the trade has been conducive to the employment of more scientific methods of late years, a brief description of which is not without interest. The work of distillation is carried out almost entirely under European management, the situations of the distilleries (which are to be found in every part of the island) having been carefully selected at the foot of hilly ridges in order to secure the ample water supplies so necessary in the work of condensation.

The method of cultivation is simplicity itself, and consists in dividing large clumps of well developed uncut tufts into a number of slips, which are planted out in rows with about 2 to 3 feet space between each plant. In order that the slips may root quickly and not become damaged by the sun's rays, all planting is done during the wet weather. The most successful gardens, producing the greatest crops, are situated on the hillsides, and are consequently exposed to the greatest amount of the sun's heat possible. However, when planted as a secondary crop under rubber trees and due care has been paid to cultivation, moderately successful results have been achieved, although under such conditions the number of leaves produced is very noticeably less than when the plant is grown in the full open. The best results are achieved in a somewhat humid climate where the rainfall is regular, the plant being always badly affected by drought, any long period of which generally proves fatal.

The growth of the plant is exceedingly rapid after once becoming firmly established. In about six to seven months after planting it attains a height of about 3 feet, stooling out to about one foot in diameter. In five to six months it is ready for the first cutting, which is regularly continued at four-monthly intervals, three crops per annum thus being obtained.

Cultivation Is Easy for Farmers

The life of the plant is at least four years, after which it begins to degenerate; thus to keep gardens up to their most productive stage replanting then becomes necessary. It is essential that the harvesting should be at regular intervals, and that the plant should never be allowed to run to seed, since, should this be permitted, the growth becomes too dense to produce the best results.

Once planted, it requires practically no attention, weeding being really quite unnecessary, although some farmers methodically fork over the grass after each cutting. This, however, is exceptional, and it has not been found to have any material effect upon the life of the plant or its welfare as a producer.

After the oil has been extracted from the leaves the grass itself is used as a fuel and the ashes until recently

have been distributed as a fertilizer. From the point of view of oil production, however, fertilization has proved a failure, for although it has caused enormous leaf production it has been at the expense of the oil content. It may be said, therefore, that all artificial fertilization has been discarded.

Latest returns show that over 15,000 acres in Java are planted and devoted to volatile grass oil production, some 38 estates being interested in this area. The yield per acre averages from 50 to 60 pounds of oil per annum.

The method employed for distillation is by direct steam from the fresh grass which, passing through the charged apparatus, carries with it the vapors of the volatile part of the plant. This on condensation is deposited, with the excess of watery vapor, in the receptacle. The process, therefore, is virtually divided into three operations: (1) distillation, (2) condensation of vapors, and (3) collection of oil.

The distilling plant consists of a steam boiler with the accompanying safety valve and water gauge erected on a concrete foundation. The steam passes into the stills which are erected in batteries, being cast iron cylindrical drums supported on brickwork and about 3 to 4 feet in diameter and 6 to 7 feet in height, flat lids fastened down with thumbscrews forming the top. Pipes communicating with the condenser are attached near the apex of the stills, the condensers being iron tanks through which cold water is constantly running. Through these tanks condensing worms pass which pour the distillate into the metal Florentine flask. The time occupied in distillation varies from one to two and a half hours and the greatest economies are practiced, even the water used in the condensers, when too hot to feed the boiler, is used again to save on fuel.

The yield of oil produced varies from 0.6 to 1.1 per cent of the grass, the variation being accounted for by the suitability of the soil, the climatic conditions, altitude, age of the leaves harvested, and efficiency in distillation.

The separation of the oil from the watery distillation in the receptacle is accomplished by its being poured into a glass funnel from which the heavier liquid is drawn off, although some portion is also separated by the stop cock which is on the side of the receiver. The oils from the various stills are blended together and filtered, and by this means solid particles or emulsion of oil and water are separated. The final result is a clear, transparent oil with a specific gravity of 0.885 to 0.901 at a temperature of 15 deg. C.

The market price of citronella oil is chiefly regulated from the percentage of geraniol present. The Javan product, varying from 80 to 90 per cent as against about 65 per cent in that produced in Ceylon, naturally realizes higher prices. The oil also is superior to the Ceylonese, which is frequently adulterated. Javan citronella is packed for export in iron drums containing 300 litres and weighing approximately a quarter of a ton each.

Years ago lemon grass oil was exported from Java in considerable quantities, but of late the trade has been negligible, due to greater production in India, Indo-China and Réunion. The products of these countries containing a greater percentage of citral than found in the Javan oil, the majority of the distilleries ceased to produce. The oil, which is produced from the leaves of *Andropogon citratus*, is chiefly used in artificial perfume and soap-making, the amount of citral in the Javan oil varying only between 70 and 80 per cent.

The cultivation is similar to that of citronella grass, as also is the method of distillation, but the grass being much smaller the yield is correspondingly less, this factor being balanced, however, by the higher price of the oil. Experiments proved that it required 496 pounds of fresh grass to

produce 1 pound of crude oil, which was greatly reduced by distillation. There is, however, a limited quantity grown by the government rubber estates, which, as a secondary crop grown between the trees, has proved commercially successful.

Another oil produced as yet on a small scale in Java, but likely to be increased, is vetivert oil, which is distilled from the roots of *Vetiveris Zizanioides*, originally a native grass of India and Ceylon, but of late successfully introduced into Java.

Considerable quantities of the dried roots, yielding from 0.4 to 0.9 per cent of volatile oil have been exported to Europe and there been distilled for essential oil used for odors of the heavy type. It has also been proved to have great fixative value. An effective sachet powder has been produced from the ground up roots. The distilled oil trade in vetivert has not been altogether a success. It is true that local distillation saved considerable loss in oil, and the lower freight assisted the price, but the method of preparation entailed considerable difficulty, and as a result growers usually only clean and dry the material and ship the roots in this way. Due to overproduction of both roots and oil in Réunion, the price has proved so unremunerative that the area farmed has been largely reduced and the Javan products are likely to come into greater prominence, as it has been proved that when distilled by European processes the quality is equal to the best from other sources.

Another perfume oil of Java, which is somewhat akin but inferior to the ylang-ylang of the Philippines, is cananga oil. This is chiefly prepared in Bantam, western Java, and Cheribon, that from the first-named place being considered the better, the odor being stronger while containing fewer esters and free alcohols. It is believed, however, that with the adoption of more modern methods of distillation and more scientific ways of harvesting the crop, a largely increased foreign trade may be developed. At present the industry is chiefly in the hands of natives and Chinese who, in a very primitive manner by climbing the trees, gather the fresh flowers of the plant (*Cananga odorata*) with bamboo poles. From these the oil is distilled. The method of distillation, which is equally crude, is by means of water and old copper stills heated by open fires. This plan frequently causes the substance to burn to the bottom of the still and materially affects the quality of the aroma.

The present yield of oil is only 0.1 per cent, with a specific gravity of the oil of 0.93 to 0.94. Other essential oils distilled in Java on such a small scale as to seldom be available for export are chenopodium, champaca and palmarosa.

Testing for Cineole in Essential Oils

Determination of cineole in essential oils. *a*-Naphthol method. T. T. Cocking. *Perfumery Essent. Oil Rec-ord* 15, 10-1 (1924).—The cresincol or *o*-cresol method of Cocking and its modification (*a*-naphthol) by Walker were tested experimentally on mixtures of *a*-naphthol, terpene, sesquiterpene and cineole. A comparison of the two methods shows the following differences: (1) In the cresincol method the freezing point is the temperature at which the solid cresincol separates from the mother liquor, which latter consists of a saturated solution of cresincol in a mixture of the non-cineole portion of the oil and *o*-cresol in *un-varying proportions*. This mixture is *permanently liquid at the temperature of the test*. (2) In Walker's proposed modification the freezing point is influenced by the crystalizing out of the *a*-naphthol in addition to the *a*-naphthol-cineole compound, and thus the mother liquor will consist of the non-cineole portion of the oil saturated with *a*-naphthol and with *a*-naphthol-cineole compound, the relative proportions of which will vary with the temperature. It is thus apparent that while this modified method may give fairly accurate results on oils containing from 100 per cent to 50 per cent of cineole, it cannot be relied upon, as the freezing points obtained with such oils are also given by oils containing from 0 per cent to 50 per cent of cineole.—*Chemical Abstracts*, Vol. 18, No. 7.

"BREAKING INTO NEW YORK CITY"

**A Market That May Prove to be a Veritable Eldorado of Great Riches
Or a Waterloo of Disaster, Depending Upon the Invader's Own Methods.**

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

Of the hurrying throngs that swarm through the streets of New York a large percentage is bent on selling something to somebody, and the men with the deepest lines of worry between their eyes are those who hop feverishly from drug store to drug store, striving with all their might and main to get their goods on the shelves of the hardest boiled bunch of retailers in the world.

The druggists of New York are hard boiled as a necessary means of self-protection. If they turned a favorable ear toward half the wonderful propositions made to them by earnest and persuasive salesmen, their stores would have to be about the size of Macy's in order to accommodate their stocks. They are exceedingly wise and cautious men, and have need to be.

Really Not Over-Conservative

Yet it is a mistake to call them over-conservative. They are ready to stock anything, from collar buttons to elephant guns, if they know that people will come in and buy. As to that, they demand to be shown. They have no shelf room for a single box, tube or jar of any product, no matter what its merit, unless a purchaser is coming in to buy it—and mighty soon, too!

So, when the manufacturer of Chrysanthemum Cream, fired with the enthusiasm engendered by the phenomenal success of his product in Pottsville, Pottstown and Chambersburg, descends upon Broadway and its environs, he does not meet with what you might call the glad hand. One and all, as if they had rehearsed their part, the druggists say to him, "Sure, we'll stock your goods—as soon as you show us a demand for them. Just send in the people asking for 'em, and we'll come through all right." Then they close both their mouths and their ears, and go about their work.

It is not strange, when this New York market is analyzed, that literally thousands of manufacturers try to break into it every week in the year. Here, in what is termed the Metropolitan District, are approximately ten millions of people, or one-twelfth of the entire population of the United States.

Field Thoroughly Cosmopolitan

It is the most cosmopolitan group of people in the world, speaking many languages, actuated and influenced by many racial traits and habits. Yet, for the most part it is a prosperous and free-spending community, earning good wages and yielding readily to the temptation of buying anything which will make their lives more comfortable and agreeable.

It is not so much the heterogeneous nature of the population of this great district that makes New York so difficult a market to break into; but rather the fierceness of competition and the vast multitude of demands upon the attention and interest of the people.

It is natural that, where so many possible customers of so great buying power are gathered together, all of the nations of the earth should pour in their choicest products and make

the most determined efforts to gain a foothold. On every hand, the man with money in his purse meets opportunities to spend it, and is lured by the most tempting merchandise, displayed and advertised with all the skill and cunning of the most able and experienced salesmen in the world.

In the toilet articles field competition is especially strenuous. To realize this, one has only to step into such stores as the Pennsylvania Drug Company's shop in the Pennsylvania Hotel, or the Liggett shop at 34th street and Broadway and take a look at the bewildering display of toilet specialties in the show cases and on the shelves.

Yet the business is here for the man with the nerve and the driving power to get it. In the Metropolitan District there are about 3,000,000 women of 18 years of age and over, consuming probably 9,000,000 jars of cold cream alone every year. There are 2,000,000 families, consuming approximately 60,000,000 tubes of tooth paste annually. And so on. What wonder that the ambitious stranger with his wonder working Chrysanthemum Cream casts envious eyes at such a market.

Let us consider the conditions which have to be met in invading New York, and some of the mistakes which are generally made in endeavoring to meet them.

Conditions to Be Met, Errors to Be Dodged

In Manhattan and Brooklyn there are 2,500 drug stores. In the balance of the Metropolitan District—Long Island, northern New Jersey, Westchester County and a few towns in Connecticut, there are about 1,000 more. In the city proper, there are about 1,200 drug stores favorably located in a narrow zone running from the Battery to Harlem and in strategic points in Brooklyn. In outlying districts there are 500 more which cater to exceptionally desirable classes of people. Nearly all these stores buy from New York City wholesalers on a hand-to-mouth basis.

The immediate objective of the man who would break into this market is to get his goods into a big majority of these 1,700 most desirable stores, and into as many other good neighborhood stores throughout the district as he can; and then to get them out into the hands of consumers. The little joker of the situation is concealed in the last clause of the foregoing sentence.

The average manufacturer, strange to say, seems to believe that if he can only get his goods into enough New York drug stores his problem will be solved and his fortune made. He overlooks the trade axiom that goods on the retailer's shelves are not sold at all but merely on the way. He thinks that if all these millions of prosperous New Yorkers only had a chance to buy his Chrysanthemum Cream he could immediately duplicate, a thousand times over, his success in Pottsville, Pottstown and Chambersburg, and he gnashes his teeth because the hard boiled druggists of the metropolis can't or won't understand what a wonderful product he has and how the eager millions would snap it up if the goods were only where they could get them.

But the gnashing of teeth doesn't crack the nut; there

stands the druggist, inflexibly demanding to be shown. How shall it be done?

The obvious answer is, by advertising. But the cost of newspaper space in New York is so great that many manufacturers are staggered by it, and either try to avoid its use or decide to stay out of New York until they can afford it.

Often Wise to Experiment in Small Fields

It is perfectly possible and often wise to cultivate other sections of the country and leave New York until later on. It is especially advisable to do this when the article is new and in any sense experimental, or when there is any doubt as to its complete adaptability to public needs. It is in all cases best to try out the sales and advertising methods in small towns and cities before invading New York. Mistakes should be made where they are least expensive.

Even when product, package, costs, sales and advertising methods and all other factors have been tried out and proved to be good, New York may often wisely be left until other parts of the country are well organized. There is no hard and fast rule about this; the circumstances of the individual case should decide. Some products have achieved a national success before being introduced in New York at all, and, when they came into the big city, were aided by the fact that their reputation had preceded them, and that the goods had to a considerable degree "seeped" in without effort or expense on the part of their manufacturers.

Many manufacturers, though, are not dismayed by the reputation of New York as the hardest market in the country to conquer; the possibilities are so tremendous that they can't keep away. Others are so courageous that they actually prefer to tackle the hardest job first, on the principle that if they can "put it over" in New York they will have little or no trouble anywhere else. Courage is a fine thing, but a big proportion of the millions of money that are wasted in trying to break into New York comes from the pockets of these men who attempt to introduce in the metropolitan market a new and unproved product by untried sales and advertising methods. It is always good business to "try it on the dog."

Making Sure Success Is Permanent

The best advice our friend with his Chrysanthemum Cream can have is to make sure that his success in Pottsville, Pottstown and Chambersburg is substantial and permanent, and not a mere flash in the pan. Then let him take on a few larger towns and when he has them tucked away under his belt, let him tackle Pittsburgh and perhaps two or three other cities of the B and C classes in different parts of the country. Trial campaigns, perhaps with different copy appeals, in Detroit, Buffalo, and Hartford, for example, will show how his product and his advertising "take" in different localities.

Then, if all has gone well, he will be in position to break into New York and do a good, workmanlike job. Provided—and this is important—provided he has the money.

In and about the big city no satisfactory substitute for money has yet been invented. In smaller communities it is sometimes possible to stall and wriggle along without immediate and tangible supplies of the long green, but the hand of New York is always outstretched for the real stuff and plenty of it.

Thinking you have the money, or know where you can get it, or hoping that the new business is going to bring it in, is often mighty dangerous. You can unload a young fortune

in New York advertising and lose every cent of it if you are not right there with more money to back it up. There is no more forgetful public in the world. If your wicked competitors would only keep quiet, you might hold the business gained by one advertising campaign, even though you stopped forever. But they won't. Competition is always hot on your heels, and you've got to keep going or be trampled under foot.

What does it cost to advertise a typical toilet accessory in New York? Well, that depends a great deal on its nature, upon the amount and character of competition, and upon the ambitions of the advertiser. Speaking in general terms, a fairly strong introductory campaign in four or five newspapers, covering a period of from a month to six weeks, will cost from \$15,000 to \$25,000; small copy to follow up, appearing two or three times a week, will cost from \$300 to \$400 a week.

This is for newspaper advertising alone; there will also be requirements in the way of store and window display material, and car cards and posters may also be advisable, if not necessary. The advertiser should be prepared to finance these considerable expenditures, and to run additional campaigns of large copy in the newspapers if experience proves they are necessary, if he aspires to do a really good job in New York.

In the case of some products, it is possible to expend, economically and profitably, far larger sums than those mentioned above. In other cases, the job can be done for less. But it's an expensive job at best.

Invader with Money Always Welcome

The man with a product which will appeal to the New York public, and with the nerve and the money to play the game the New York way, is always welcomed. The hard-boiledness of the druggists disappears as if by magic. Some of the newspapers will send out experienced staffs of merchandising men to help get the goods into the stores. There are sales organizations which, on very reasonable terms, will cover the entire Metropolitan District most efficiently. Valuable window display space will become available. All these doors are unlocked by advertising.

Every year there are a surprising number of manufacturers who try to edge into New York through side entrances and back doors. They employ hidden demonstrators; they offer PMs to clerks; they offer the druggist special discounts which, if any considerable amount of goods were sold, would amount to more than the cost of an advertising campaign; they use a limited amount of space in street cars only, or "try" a little advertising in newspapers; they make misleading claims as to advertising which they are "going to do a little later." Anything to avoid facing the music and paying the piper.

As a matter of fact, the cost of advertising is not high in New York. Considering what they deliver for the money, newspaper rates are much lower than those of small town papers. The New York market is responsive—easily induced to try any new thing. And as a matter of fact, New York is not hard to break into: it's merely big, and you have to "go to it" in a big way.

Beauty Efficiency Expert on Fish as Factor

"Fish a day keeps wrinkles away," says beauty efficiency engineer. "When you see a girl with canned salmon cheeks and a sardine smile you can tell she's landed a poor fish."—*New York Morning Telegraph*.

BABSON ON OUTLOOK FOR XMAS AND 1925 TRADE

**Statistician Finds Only One Bad Spot in La Follette's Chances;
All Signs, However, Point to the Rapid Regain of Good Conditions**

Roger W. Babson, the noted statistical expert and prognosticator of business conditions, in his recent contributions to us has continued to take an optimistic view of the outlook for business, but he does so in a cautionary vein. As he sagely remarks it is better to caution the small boy before he eats the green apple than to try to prevent his naturally following troubles after the "tummie" has been turned into all kinds of shapes. Mr. Babson is not a pessimist, but a precautionist. He prefers to be an optimist, but his charts and barometers do not always permit him to take that view of trade situations. He believes that we are all now on the upward trend, perhaps slowly, but certainly surely. Our readers who have followed his advice, although the same has not always been just what optimists would like to assimilate, have gone ahead under fortunate conditions.

Planning Now for the Holiday Trade

Mr. Babson devotes a chapter in his correspondence for this issue to the outlook for the Christmas trade. He is wary of over-expansion. This is what he says in part:

"Business men should take unusual care this year in planning for Christmas trade. Because of the growing tendency of retailers to buy on a hand-to-mouth basis there is less indication than formerly of the actual amount of goods that will be needed. Many manufacturers and wholesale houses are likely to count too much on last-minute orders. This is particularly so because of the more optimistic sentiment which now prevails in many sections.

"You should remember that it takes some time before the effect of changes in industrial activity is felt in retail buying. This accounts for the fact that while industry suffered a severe slump in the latter half of last year, Christmas trade in 1923 was the largest on record. *Therefore, while the industrial outlook today is better, my advice is that manufacturers and wholesalers doing a national business should plan for somewhat smaller Christmas buying than they had a year ago. It may be better, however, than in either 1921 or 1922.*

"From the standpoint of the manufacturer and wholesaler it is not only a question of how much the retailers will sell this Christmas, but also of how much they will buy. Retail merchants have become very wary because of sudden changes which they have experienced in the last few years. As a result, they will be especially on their guard against excessive forward buying. This is a good situation because manufacturers are no more anxious to have their customers overloaded than are the customers themselves.

Must Feel Demand for More Goods

"On the other hand, it means that until the retailers actually feel an increase in the demand for goods, they are likely to delay giving larger orders. The fact that the latest index figures of factory payrolls show a decline of about sixteen per cent compared with the same time a year ago, and almost as much decline the spring of this year, indicates the impairment in buying power which has taken place in the industrial section. The sharp decline in stocks on hand during the past summer is, of course, a hopeful

sign, but you should notice that even now the curve is relatively high. This is only one more reason why manufacturers should be conservative in their estimates of holiday business."

Regarding the outlook for 1925 Mr. Babson conveys these ideas of much interest:

"A year ago when most lines of industry were very prosperous I took a decidedly bearish position as to general business in 1924, although very few agreed with me at that time. As to what business is today compared with a year ago, the figures tell their own story, namely, that 1924 has been a very much poorer year than was 1923. However, what has happened during the last year is not of interest today. Rather it is the outlook for next year that is important. *Although the average business man is discouraged today, when a year ago he was very optimistic, we are feeling much more hopeful today than we were a year ago. We say this because the present readjustment was inevitable and the further advanced is the night, the nearer we are to dawn.*

Finishing Readjustment of Inflation

"We had a tremendous inflation in business from 1915 to 1920 and the readjustment must be completed. The readjustment is going on very nicely at the present time and there are certain distinctly favorable signs on the horizon. The most important of these signs is the possible change which may be taking place in certain great farming sections which have suffered most severely during the last few years.

"The second favorable change is the probable acceptance of the Dawes plan by Europe and the flotation of large loans for certain European countries.

"The business men of the country are also delighted that both the Republican and the Democratic presidential candidates are men of the highest character and ability. The one difficulty facing us today is the possible ability of LaFollette to throw the election into the House. This, for a while, would put a decided damper on business and the stock market and is the one great thing that business men should strive to avoid.

"Summarizing, the outlook for 1925 is that, barring an unfortunate political situation, business should be better than in 1924. However we all must not expect a rapid return to prosperity, but must remember that it takes time to heal wounds."

Some Significant Straws on Business

National Council of Travelling Salesmen's Association reports an optimistic trend for autumn throughout the country. Stocks are being replenished.

Retail store sales in the metropolitan district in July were 8 per cent over the 1923 July total. Wholesale sales generally were 14 per cent ahead of a year ago.

In August the low point in commercial failures for the year was reached throughout the United States.

Judge Gary reiterates his optimistic view of the improvement in business generally.

Secretary Mellon declares that business is moving forward steadily and in the right direction.

Federal Reserve banks report their business volume to be a million dollars above September a year ago.

PROPERTIES AND DETECTION OF DIETHYLPHTHALATE

The work carried out by Messrs. J. A. Handy and L. F. Hoyt, of the laboratories of the Larkin Company, Buffalo, N. Y., on diethylphthalate, the first part of which was reported in *THE AMERICAN PERFUMER* for December, 1922, page 440, has been continued. An interesting paper on this subject has appeared in the July and August, 1924, numbers of the *Journal of the American Pharmaceutical Association*, and the same two investigators were scheduled to deliver a third paper on the same topic at the recent Buffalo meeting of the Association, August 29.

The greater part of the investigation covered by the published paper pertains to methods of detecting small quantities of diethylphthalate in alcohol or alcoholic beverages. Three highly-recommended methods were tried out critically under a wide variety of conditions, and their reliability, sensitiveness and limitations determined. These were the methods of Andrew and of the authors themselves, both depending on the condensation of the phthalic acid residue with resorcin to give fluorescein, which is easily recognized by its brilliant green fluorescence in alkaline solution, and the method of Calvert, depending on the formation of phenolphthalein and observation of the consequent pink coloration with alkali.

The first two methods have often been observed to give confusing positive blanks, showing distinct fluorescence in the absence of diethylphthalate, especially when saccharin, succinic acid, malic acid or formic acid is present. The authors show, however, that interference by these or other substances may be avoided by extracting the original sample with petroleum ether and performing the test on the residue after evaporation of the petroleum ether, and furthermore by allowing the final alkaline solutions to stand for about forty-eight hours before inspecting them for fluorescence. By this time the fluorescence due to interfering substances will have faded out, while that of true fluorescein, arising from the diethylphthalate, remains as intense as ever. In fact, test solutions left in open test tubes and exposed to occasional sunlight for two months in the laboratory remained unchanged in relative appearance.

The Calvert test was shown to be very rapid and convenient, and not subject to immediate interference by a variety of substances. Blanks were negative in most cases, though deceptive colorations might result in the case of denatured alcohols containing iodine (Formula No. 25), furfural or benzaldehyde. The most serious interfering factor, however, is saccharin, which behaves toward this test exactly like diethylphthalate. Furthermore, the test is not so delicate as the former two, being capable of detecting with certainty an amount of about 0.1 per cent, whereas the fluorescein tests reveal distinctly the presence of as little as 0.01 per cent of diethylphthalate in a 5 c.c. sample.

Handy and Hoyt's method is as follows: To 5 c.c. of sample measured into a small separatory funnel, add 5 c.c. of distilled water and shake out this mixture with one 10 c.c. portion of petroleum ether. Pour petroleum ether extract into a 3-inch evaporating dish containing 1 c.c. of 10 per cent sodium hydroxide solution and evaporate to dryness on a steam-bath. To the dry residue add 2 c.c. of sulphuric acid (sp. g. 1.84) and heat the resulting syrupy solution one to two minutes on the steam-bath. Then pour it into a dry test-tube containing 0.05 gram resorcin. Heat the mixture for 3 minutes at 160 deg. C. in an oil-bath, shaking at

intervals to dissolve all the resorcin. Pour a portion of the melt into a mixture of 50 c.c. water and 10 c.c. of 10 per cent sodium hydroxide. A permanent yellowish-green fluorescence indicates the presence of diethylphthalate.

The authors observed that 0.1 per cent of diethylphthalate in a sample of beer, sweet wine, sherry, apricot cordial, gin, Bacardi rum or whisky could easily be detected by the taste, though the presence of the ester was not so noticeable in some of the beverages as in others. The distilled liquors, whisky and gin, could be tested directly, without previous extraction with petroleum ether, giving almost as delicate and clean-cut a test as by the complete method. The presence of sugars and other vegetable extractive material made in impracticable, of course, to perform the test upon such liquors as cordials, wines and beer without previous petroleum ether extraction.

Experiments were also performed on the detection of diethylphthalate in distillates from specially denatured alcohol No. 39-C. This was because it has sometimes been recommended that a sample suspected to contain diethylphthalate be distilled and the test applied to the distillate. The authors showed that the distillate from a 25 c.c. sample containing 0.01 per cent of diethylphthalate did not contain enough of the ester to give a distinct test, though the petroleum ether extract from only 5 c.c. of the same sample reacted unquestionably positive. Distillates from 39-C alcohol (denatured with 1 per cent by volume of diethylphthalate) gave a positive test, however, when samples of 10 or 20 c.c. were employed.

Besides this extensive and painstaking research on the detection of diethylphthalate, a few experiments on various properties of the ester are reported. Its solubility at 20 deg. C. was shown to be about 0.08-0.10 gm. in 100 c.c. of distilled water. It was shown that alcohol No. 39-B became turbid on dilution, but that alcohol 39-C would not throw the ester out of solution when any quantity of water was added. A few bacteriological tests and one toxicological experiment are reported, indicating that diethylphthalate has a slight bactericidal power and that no serious toxic effects are produced by administering it to a cat in repeated doses of 75 milligrams per kilo body weight.

Finally, notice is taken of recent developments in the use of diethylphthalate as a denaturant. Alcohol formulas approved by the German Alcohol Monopoly for use in perfumes, cosmetics, etc., are now required to contain only 1 per cent instead of 2 per cent of the ester. Dr. J. M. Doran's address before the American Manufacturers of Toilet Articles meeting (published in *THE AMERICAN PERFUMER*, April, 1923, p. 63), wherein satisfaction is expressed at the practical working-out of the phthalate formulas, is quoted. It is also noted that the price of diethylphthalate has dropped during the last year, while the quality has improved.

Mem. on Oak-Moss Oil

H. Walbaum and A. Rosenthal are stated, in the *Journal of the Society of Chemical Industry*, to have identified the odoriferous substance present in oak-moss oil obtained by steam distillation with orcinol mono-methyl ether. Since the alcoholic extract of the lichen deposits the ethyl ester of evominic acid, it is possible that the monomethylorcinol is derived from this acid. Methyl- β -orcinolcarboxylate, m.p. 142°, was also isolated from oak-moss oil.

COURTS CONSIDER CONTROVERSIES OF PERFUMERS

**Vivaudou's Litigation With the Scott's Preparations Inc. Gets Airing;
Judge Orders Changes in "Narcisse" Packages, But Lets the Sales Go On**

INJUNCTION DENIED IN MINERALAVA SUIT

The various claims and counter-claims which have been raised between V. Vivaudou Inc., and Scott's Preparations, Inc., following the termination of the contract between them by the latter, will be heard by the United States District Court for the Southern District of New York, in November. Scott's Preparations Inc., set up the defense that the reason the contract was cancelled was due to failure on the part of V. Vivaudou Inc., to comply with the terms of the agreement.

Pending the trial, the court on September 3 refused to restrain Scott's Preparations Inc., from distributing Mineralava preparations on its own account in conflict with the agreement, making V. Vivaudou Inc., sole distributors. The court also consolidated Scott's Preparations' suit for damages of nearly a million dollars on account of the alleged breach of contract with this injunction action. The effect of this consolidation will be to bring on the trial in about two months instead of approximately two years; but the court specified that if this is done the trial will have to be without a jury.

The litigation sprang out of an agreement made on December 30, 1922, by which Vivaudou, Inc., was appointed sole and exclusive distributor of Mineralava beauty clay and Scott's face finish, as well as any other products which might be brought out from time to time by Scott's Preparations, Inc. According to the terms of the contract V. Vivaudou, Inc., agreed to use its best effort to create a demand for, and to distribute the defendant's products and agreed in addition to using its own sales force, to employ an auxiliary sales force of not to exceed forty men who should devote all their time to selling the defendant's products. The defendant was to take care of the advertising and agreed to spend not less than one million dollars per year.

One of the paragraphs of the agreement provided that Vivaudou, Inc., should not, during the term of the contract, or within three years after its termination, either directly or indirectly, on its behalf or on behalf of anyone, sell, manufacture, distribute or otherwise deal in any products similar to Mineralava beauty clay. The contract was to take effect January 1, 1923, and to remain in force for twenty-one years, the right being reserved to terminate or modify the agreement in writing. The agreement was modified by instruments on the same date, on June 19, 1923, and on October 15, 1923. One of these modifications provided that the agreement was to remain in effect until December 31, 1923.

In commenting on the various claims, the court said in part: "It is needless for the court to believe the truth of all of the statements of fact contained in defendant's answer and answering affidavits. It, however, does appear that it entered into an agreement with plaintiff that involved defendant in situations and obligations it did not foresee. The contract may have been an unfortunate one for defendant, but I do not think it was an inequitable one, and if I could feel more certain that defendant was not justified in eliminating plaintiff as its sole distributor, I would not hesitate to issue the restraining order asked for. Whether or not, however, defendant deliberately eliminated plaintiff to free itself from the burdensome relation, it is difficult to determine from the very conflicting allegations contained in the papers of the respective parties.

"Moreover, although I feel that the granting of this application might readily drive defendant out of business, I

(Continued on Next Page)

NO INJUNCTIONS IN "NARCISSE" CASE

The word "Narcisse" or "Narcissus" when employed as a trade mark for a perfume, even though it be registered, is of such a character as to be used by anyone according to a decision of Judge Knox of the United States District Court for the Southern District of New York, handed down September 3. The decision denies a temporary injunction to Caron Corporation which sought to restrain V. Vivaudou, Inc., from using the words "Narcisse de Chine." A companion decision based on the same reasoning also denied the Caron Corporation's application for a temporary injunction restraining George Borgfeldt & Co., from using the trade mark "Narcisse Vendome."

With reference to "Narcisse Noir," the court said:

"So far as 'Narcisse Noir' or 'Black Narcissus' is concerned, the situation is different. Granting that such trade mark be valid, as is probable, the defendant has not, in words, at least, infringed.

"There is good reason for belief that the present inundation of perfumery, bearing in one form or another, a brand containing the word 'Narcissus' or its French equivalent, has back of it a design upon the part of plaintiff's competitors to ride the wave of popularity with which the consuming public has met the product marketed under the name 'Narcisse Noir.'

"Even though it be true that competitors have used only the word 'Narcisse' or 'Narcissus,' they have made studious endeavor, I think, to assimilate the word 'noir' or 'black.' This they have done by means of featuring black colors upon the packages and bottles in which their own products are sold. A black narcissus, I am told, is unknown to botany.

"Nevertheless, upon the package in which defendant sells its perfume, known as 'Narcisse de Chine,' the interior of the corona of each of the narcissus blossoms decorating the container is colored black. Portions of each calyx are also done in the same color. Black, too, dominates other parts of the decorative dressings, and it is upon a black background that the words 'Narcisse de Chine, Vivaudou' in gilt letters are to be found.

"Defendant may be well advised in contending that plaintiff cannot indirectly secure a monopoly of the word 'Narcissus,' as is suggested may be its purpose in attempting to register trade marks such as 'Black Narcissus,' 'Blue Narcissus,' 'White Narcissus' and 'Yellow Narcissus.' But, be that as it may, the trade mark of 'Narcisse Noir' is now before me, and the right of plaintiff to its use is not seriously controverted.

"This being so, I think defendant should now be restrained from dressing the container bottles and labels of its 'Narcisse de Chine' perfumery and from advertising the same in such manner as will be likely to cause its products to be mistaken for plaintiff's 'Narcisse Noir.' The change from the present container should be so radical as to furnish no reasonable excuse for the advertisement and the display of the defendant's goods under the name of 'Black Narcissus.'

The court took essentially the same viewpoint in the case against George Borgfeldt & Co., when it said:

"For the reasons specified in my memorandum in the suit of Caron Corporation vs. Vivaudou, filed this day, there can be in this litigation no injunction which will restrain defendant from the use of the name 'Narcisse Vendome' as the brand or trade mark for a perfume.

"Complainant is, however, entitled to be relieved of the

flagrantly unfair competition by which defendant has sought to take advantage of the good will attaching to the perfume known as 'Narcisse Noir.'

"To indicate the extent to which defendant has gone in this regard, it may be well to point out with some particularity, the methods of trade it adopted. But before doing so, it is desirable to give a brief description of the manner in which complainant sells 'Narcisse Noir.'

"In the first place, it is a French product, being imported and distributed by complainant with the original labels and in the original containers with which the perfumery comes from abroad. These are distinctive. To the end that they may give emphasis to the word 'Noir' in the name of the perfume, the containers are of deep black, relieved only by a gilt stripe about the lower edge of the lid of the container, and by a circular adhesive label, done in gilt, placed at one corner of the box lid, which bears in raised letters, the words 'Le Narcisse Noir Caron.' The interior of the box is also in gilt. The bottle containing the perfume is round and more or less squat. The glass stopper is relatively broad as compared with the width of the bottle. It is black in color, and is so formed as to represent the petals and interior of a full blown flower, presumably the narcissus.

"Up until the time of argument, defendant marketed its 'Narcisse de Vendome' line of toilet articles in black boxes. The interior of one size in particular was in gilt and its edges were in gilt. The different sized bottles, containing the perfumery, were not of uniform shape. There was one size, however, which closely resembled the bottles of plaintiff. The stoppers were of glass and at first, and even a second glance appears to be black. Examined under a strong light, it is possible that a dark green may be detected, but for all practical purposes, the stoppers are black. Upon the bottles are small labels of gilt, bordered in black, which contain in black letters this inscription 'Narcisse de Vendome Vendome Co., New York.' The box in which one sized bottle of defendant's goods is sold shows a group of long stemmed flowers in gilt, doubtless intended to represent the narcissus. Adjacent thereto are the words 'Eau de toilette' and in the lower right hand corner of the box are the words, likewise in gilt 'Narcisse de Vendome, La Compagnie Vendome, New York.' As a matter of fact, defendant's perfume is a domestic, and not an imported article.

"Since the argument and prior to the submission of its brief, defendant says that the use of the black color for its boxes, has been discontinued, a dark brown color having been adopted. The bottle stoppers seem also to have taken on a lighter shade of green. The labels remain the same. In view of the changes made, it is suggested by the brief, that 'the defendant, having discontinued the use of the black color for its boxes, a preliminary injunction, although it might be proper under other circumstances, should not be ordered, as it would simply provide the plaintiff with ammunition for salesmen's talk without accomplishing any sound purpose.'

"This eleventh hour change in practices which, I believe, must be recognized by anyone to have been unfair, and which it is proposed to continue so far as black bordered labels and round stoppers of a very dark green color are concerned, should not, I think, avert an injunction.

"In this case, as in that against Vivaudou, an order may issue restraining defendants from dressing the containers, bottles and labels of its 'Narcisse de Vendome' perfumery, and from advertising the same, in such manner as will be likely to cause its product to be mistaken for plaintiff's 'Narcisse Noir.' The change should be so radical as to furnish no reasonable excuse for the advertisement and display of defendant's goods, as seems to have occurred, under the name of 'Black Narcissus.'"

Treasury Appeals Free Liquid Resins Decision

The Treasury Department has ordered an appeal to the United States Court of Customs Appeals from the recent decision of the Board of General Appraisers sustaining a protest by Ungerer & Co. and admitting resinarome oak moss and resinarome orris free of duty as "resins not specially provided for in paragraph 1584." The text of the appraisers' decision was printed on pages 263 and 278 of this journal, July, 1924.

INJUNCTION DENIED IN MINERALAVA SUIT

(Continued from Preceding Page)

am not altogether satisfied that plaintiff's alleged damages are not readily susceptible of ascertainment. The amount of merchandise plaintiff has on hand is limited in quantity, and it should not be very difficult to determine the amount of damages suffered by plaintiff, if it is finally determined that defendant's elimination of plaintiff as its sole distributor was unjustified. In other words, a situation exists owing to the conflicting claims made which causes the court to hesitate in granting a restraining order that might ruin defendant, whereas if defendant is in the wrong the damages that plaintiff suffered can be quite readily determined. For all these reasons I feel constrained to deny plaintiff's application and must, therefore, refuse to grant the motion for an injunction pending the trial of the action."

Mark Eisner, attorney for V. Vivaudou, Inc., states that his client has no intention to appeal for the reason that the application was merely for a temporary injunction until the case itself can be reached for trial in November and then through the testimony of witnesses the court can satisfy itself as to the propriety of granting a permanent injunction. It is very difficult as a rule to obtain a temporary injunction on affidavits which would have the effect, as in this case, of compelling a concern to cease business.

TOKORIMO PUZZLED BY HAYNES' EDICTS

(By the Japanese Reporter of the Confectioners' Journal)

It are becoming more and more difficult to keep track of the rulings handed down by Hon. Haynes, prohibition commissioner. It seem that now it are against the law to buy sugar, yeast, hops, prunes, raisins, dried apples, fresh fruit, mince meat, vanilla extract, soup beans or corn meal unless you are of spotless character and can convince the grocer that you are sincere and hungry—not thirsty.

It are very embarrassing to modest man to go in grocer store and ask for two pounds of sugar and to have the grocer look at him in suspicious manner and then ask him to raise his right hand and swear that said sugar is for the legitimate purpose of food consumption and not to be used in a felonious manner, and will he please sign Form B and have the same sworn to before a notary public.

Spose little innocent girl child runs impishly forth to the corner store and ask for two yeast cakes. Careful grocer do not dare comply with order without strick investigation. He lean over counter and say in police justice tone, "Little girl, remember you are under oath and anything you say may be used against you when the case comes to trial. You have asked here in the presence of unprejudiced witnesses for two yeast cakes, and a later denial will be useless. Answer me truthfully and honestly to the best of your ability, does your mother intend to raise hell or bread with this purchase?"

It seem curus situation and foolish.

Hoping you are the same,

TOKORIMO SHAN.

Announcement of Chemical Exposition Date

The International Exposition Company, under whose management the Exposition of Chemical Industries has been held since 1915, has received numerous inquiries which lead it to believe that many interested parties are of the opinion that there will be a chemical exposition this year. This is not the case. There will be no chemical exposition in 1924 and the next Exposition of Chemical Industries will be held September 28 to October 3, 1925, at the Grand Central Palace, New York.

Southern Exposition to Be Held in New York

Below the Mason and Dixon line preparations are actively under way for the first Southern Exposition which is to be held from January 19 to 31, 1925, in the Grand Central Palace, New York City. The exposition will be of considerable interest to many of the chemical engineering industries. To date the Governors of thirteen Southern states have signified their interest in the venture.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Chemists and Pharmacists Hold Very Successful Annual Meetings;
Wholesale and Retail Druggists Are Ready for Their Yearly Sessions**

AMERICAN CHEMICAL SOCIETY HOLDS SUCCESSFUL AUTUMN MEETING

The 'sixty-eighth meeting of the American Chemical Society, held September 7 to 13 at Cornell University, Ithaca, N. Y., was attended by more than 1,100 members and guests, who in the various sectional and divisional meetings heard over 300 papers and addresses on the most diverse subjects. The general sessions were presided over by Dr. Leo H. Baekeland, president.

An important step toward an endowment fund for society publications was taken by the Council, the committee on endowments being enlarged. Dr. George D. Rosengarten, of Philadelphia, is chairman of this committee and soon will announce plans for raising the money necessary for the publications endowment, and possibly also funds toward building a home for the society. The editors of the society were re-elected by the council. They are: Dr. A. B. Lamb, *Journal of the American Chemical Society*; Dr. E. J. Crane, *Chemical Abstracts*; Dr. H. E. Howe, *Industrial and Engineering Chemistry*; Dr. Arthur L. Day and Dr. W. Lash Miller.

The council voted to accept the invitation of Los Angeles for the autumn convention of 1925, which will take place during the week of August 3. The spring meeting next year will be held the week following Easter at Baltimore.

Sir Max Muspratt, of the United Alkali Co., Liverpool, spoke on "Chemistry and Civilization." He directed attention to the fact that modern concentration of population would not have been possible without the aid of the chemist. Chemistry, physics and engineering are the foundations of modern civilizations, and in his estimation chemistry is the greatest of the three, because it makes the others possible. Training to think in terms of atoms and to achieve in tons and tens of thousands of tons gives a perspective that is almost without parallel.

Many other notable chemists took part in the deliberations. Matters of special interest to our readers will be put before them in subsequent issues.

Plans for Wholesale Druggists' Jubilee

Problems thrust upon the drug trade by the Eighteenth Amendment will come up before the fiftieth anniversary meeting of the National Wholesale Druggists' Association, which is being held in Atlantic City, September 21 to 25. Dr. William Jay Schieffelin, of New York, is chairman of a special committee which will report on prohibition problems. Hundreds of delegates from all over the country will attend the golden jubilee gathering, at which national legislation and business conditions, medicinal products and a wide range of other topics will be discussed.

An interesting feature will be the announcement that the Federal Trade Board has dismissed its 1918 complaint against the association. During all the years no attempt has been made to sustain the charge of unfair practices.

The entertainment program, as usual, is ample, varied and full of interest for the members who attend.

National Association of Retail Druggists

The 26th annual convention of the National Association of Retail Druggists is being held the week of September 22 at Washington. The program includes addresses by John H. Webster, the president; Dr. James H. Beal, E. C. Brokmeyer, C. C. Concannon and others well known to our readers. The entertainment features include a visit to the White House and other public places, theater parties and excursions. Quite a number of firms have taken space in the exhibition which will be held in connection with the convention.

AMERICAN PHARMACEUTICAL ASSOCIATION IS DIVIDED ON PROHIBITION CONTROL

The seventy-second annual meeting of the American Pharmaceutical Association at Buffalo, N. Y., August 25-30, was one of the most important and well attended in its history, more than 400 members being present. A large number of papers occupied the various sessions, but the chief subject of interest to our readers was the controversy over prohibition. The president of the association, Professor H. V. Arny, of the Columbia University College of Pharmacy, of New York, in his annual address, deprecated drugless drug stores and offered suggestions for relieving legitimate pharmacists from having to deal with doubtful liquor prescriptions in view of the fact that the new United States Pharmacopœia will recognize value of brandy and whisky as medicines. Professor Arny in his address put the whole subject up bluntly to the members. He made these observations, as well as others, in recommending that the association reaffirm its stand, taken in 1921, urging the Government to relieve druggists of the handling of liquor by providing Government agencies for that purpose:

"If American medicine has suddenly discovered that whisky and brandy are valuable medicaments, let the filth that has accompanied the liquor prescription business ever since the beginning of prohibition in this country half a century ago rest upon American medicine, upon the Prohibition Bureau and upon the sponsors of the Prohibition Bureau, the Anti-Saloon League, rather than upon our own calling, pharmacy."

Discussing in detail what he called "the burning question of the liquor nuisance," he reiterated the viewpoint expressed by him in 1915, when the Virginia Pharmaceutical Association and certain pharmacists of Oregon urged that the prohibition laws proposed in these two States be so framed as to prevent the handling of alcoholic beverages by drug stores, and "when national prohibition was considered by most pharmacists as a fantastic idea." Professor Arny declared that the doctrine advanced by him then applied with equal force now. This doctrine he expressed as follows:

"The weakest point in the prohibition question is the fact that a considerable number who howl for prohibition and a vast number who vote for prohibition have no desire to be shut off absolutely from their little 'nip.' 'Antipathy to the saloon' may be all right, but being denied the privilege of having alcoholic beverages in their homes is quite another matter, and therefore residents of a 'dry' community, having wiped out saloons, turn their attention toward tempting druggists to become rum sellers in disguise."

"What American pharmacist of any experience is there, who has not run across some worthy in his community who tries to coax him into furnishing the desired 'nip,' even when there are barrooms in the neighborhood? Creatures of this type are individuals who, priding themselves on being ultra-respectable, are not men enough to go into a saloon when they crave alcoholic beverages. How much worse, therefore, must be the pressure upon the druggists if the community 'goes dry?' The wonder is not that some druggists stoop to liquor selling but that more do not succumb to the temptations offered them by their 'respectable but thirsty fellow citizens."

"We therefore feel that a very good way to handle the prohibition problem, as far as the drug trade is concerned, is along the lines suggested by the Virginia Association and by the Oregon druggists. When the people vote 'dry,' let them be parchedly dry as far as the drug store is concerned. Let them find loopholes, if they will, in the law passed by their votes, but let the druggists protect the fair name of pharmacy by preventing the 'respectable' element from

using our calling as a cloak to cover their tipping tendencies."

Under the new plan of government of the A. Ph. A. the recommendation went to the House of Delegates, which divided 23 to 13 on it, the majority opposing President Army's suggestion. The sentiment was obviously in favor of providing government relief, but some of the delegates refused to vote for an oasis for thirsty drys.

The officers elected by mail vote for the ensuing year were installed at the end of the meeting. The next meeting will be held at Des Moines, Iowa, in 1925. The new officers are: President, Charles W. Holton, of Newark, N. J.; secretary, William B. Day, of Chicago; treasurer, E. F. Kelly, of Baltimore. Louis Emanuel, of Pittsburgh, was designated honorary president for 1924-1925. H. V. Army, New York City; Dr. H. M. Whelpley, St. Louis, and A. G. DuMez, Washington, D. C., were installed as members of the council.

H. A. B. Dunning, chairman of the campaign committee for raising a \$500,000 building fund to provide a permanent home for the A. Ph. A., reported that \$389,138 had been subscribed up to August 16.

Official Agricultural Chemists

The fortieth annual convention of the Association of Official Agricultural Chemists will be held at the Raleigh Hotel, Washington, D. C., October 20, 21 and 22. R. E. Doolittle, of Chicago, is president and W. W. Skinner, of the Bureau of Chemistry, Washington, is secretary. The program is long and varied. Of chief interest to our readers are these papers: "Fats and Oils," G. S. Jamieson, Washington, D. C.; "Food Preservatives," W. W. Randall, Baltimore; "Coloring Matters in Foods," C. F. Jablonski, New York; "Fruits and Fruit Products," B. G. Hartmann, Washington; "Flavors and Non-Alcoholic Beverages," J. W. Sale, Washington; "Spices and Other Condiments," R. E. Andrew, New Haven; "Limit of Accuracy in the Determination of Small Amounts of Alcohol," H. C. Lythgoe, Boston.

Chicago Perfumery, Soap and Extract Association

The first meeting of the Chicago Perfumery, Soap and Extract Association, after the summer vacation, was held on September 3, at the Elks' Club and there was a good attendance of the members. There was no set speech, but the members told one another some truthful stories about their exploits in golf and fishing, with special reference to the immunity from rain which some favored members enjoyed. Following the meeting Walter L. Filmer, the secretary, made train haste for St. Louis, where he attended the Monsanto sales convention.

Bowling for the Winter for the members of the Chicago club started on September 17 and will continue every Wednesday evening. Visiting members of the trade are always welcome to enjoy the hospitalities of the Chicago Perfumery, Soap and Extract Association.

Paper Box History Broadcast by Radio

Frank S. Records, of Philadelphia, executive secretary of the National Paper Box Manufacturers' Association, put the paper box industry into "the air" recently from WLAG, the Twin City Radio Station in St. Paul, Minn., while on a visit there. He traced the origin of the industry back to the Chinese in the sixteenth century and outlined its wonderful development in recent years. There are now approximately 900 firms engaged in the manufacture of this commodity in the United States, of which about 300 are in New York City and the vicinity, all of whom employ about 60,000 persons. Processes, varieties of products and utility of the containers all received interesting attention.

Chemists Take Part in Defense Day Observance

Numerous members of the New York sections of the American Chemical Society and other scientific associations took part in the meeting on "Industrial Preparedness as Insurance Against War" which was held at the Engineering Societies' Building, 29 West 39th street, on September 12. Judge Elbert H. Gary presided and the chief speaker was Major General Robert Lee Bullard, U. S. A. Dr. Charles H. Hertig represented the American Chemical Society on the committee.

ASSOCIATIONS IN THE ALLIED INDUSTRIES

AMERICAN MANUFACTURERS OF TOILET ARTICLES.—President, Gilbert Colgate, New York; Secretary-Treasurer, C. M. Baker, 309 Broadway, New York.

FLAVORING EXTRACT MFRS.' ASSN.—President, F. S. Rogers, Middletown, N. Y.; Secretary, R. E. Heekin, Water and Walnut streets, Cincinnati, Ohio.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION.—President, Frank Stone, Philadelphia; Secretary, Frank S. Records, Philadelphia.

PERFUME IMPORTERS' ASSOCIATION.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, W. S. Bickford, New Orleans; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building, Chicago.

BARBERS' SUPPLY DEALERS' ASSOCIATION.—President, Emil Fretz, Dallas, Texas; Secretary, Joseph Byrne, 116 West 39th street, New York.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, H. G. Baldwin; Secretary, W. L. Filmer, Monsanto Chemical Works, Chicago.

PERFUMERY, SOAP AND ALLIED INDUSTRIES OF NEW YORK.—President, Frank J. M. Miles; Secretary, Karl Voss, 22 Eleventh street, Long Island City, N. Y.

DRACHEM CLUB.—President Ralph C. Jennings; Secretary, Ira T. MacNair, 3 Park Place, New York.

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL INDUSTRY.—President, Ralph E. Dorland; Secretary, A. J. Binder, New York. New York Chapter: Chairman, John A. Chew; Secretary, David H. Killeffer, 19 East 24th street, New York.

Rain Stops Chemical Salesmen's Golf

A goodly gathering of members and their friends went to the Westchester Hills Golf Club, White Plains, on September 9 to enjoy the Autumn Golf Tournament of the Salesmen's Association of the American Chemical Industry. John W. Boyer, F. M. Fargo and W. F. Tuttle, of the committee, had everything planned properly, except seeking a dispensation from Jupiter, who loose torrents of rain with rumblings of thunder when the game had gone only three holes. Prizes were awarded on the averages. Low gross went to A. H. Pierce. Ralph Dorland and E. J. Barber tied for low net. The Kickers' Handicap was won by Hugh Craig.

A refreshing luncheon preceded the golf and the drenched players ate the subsequent dinner with real relish.

American Spice Association

At its September meeting the American Spice Trade Association board elected these new members: Fienssen & Co., Inc., 35 South William street; Rigo Chemical Co., Nashville, Tenn., and Irving R. Boody & Co., Inc., 82 Beaver street. The resignation of L. C. Naisawald & Sons, Inc., was handed in. The board adopted a resolution of condolence with the family of H. P. Winter, one of the founders of the association.

Society of Chemical Industry

E. F. Armstrong, the immediate past president of the Society of Chemical Industry, expected to sail for the United States on September 13 and to address the New York Section of the Society of Chemical Industry on October 17. His address while in the United States will be in care of Lever Brothers Co., Cambridge, Mass.

National Safety Council

An interesting program has been prepared for the Thirtieth Annual Safety Congress of the National Safety Council which will be held at Louisville, Ky., September 29 to October 3. The safety movement in America, both in industry and in public life, has made substantial progress during the last year.

New York Pharmaceutical Conference

A trade committee composed of representatives of all member organizations in the five boroughs of the city has been formed by the New York Pharmaceutical Conference.

BARBERS' SUPPLY DEALERS HOLD BIG CONVENTION

**Trade Exhibition is Splendid Feature of Their Twenty-first Meeting;
Important Topics Discussed, Banquet and Auto Rides at Cleveland**

CLEVELAND, Ohio, Sept. 18.—The twenty-first annual convention of the Barbers Supply Dealers' Association of America, Inc., which opened at the Hollenden Hotel, here, September 15, with about 500 present, including delegates and those allied with the industry in various ways, came to a close today after a most successful meeting.

One of the most interesting developments of the industry made evident at the convention was the growing importance of women customers to the barber shop. "The barbers have acceded to the demands of women," said E. A. Fretz, president of the association, in a semi-humorous vein. "It is only a matter of a short time when a man wandering into his favorite barber shop will think he has entered a beauty parlor. Every American barber should strive to please women." It was the consensus that this trade offers many lucrative possibilities to the barber, for the feminine invasion of the barber shop, all manufacturers of supplies admitted, has brought a tremendous increase in the manufacture and sale of toilet preparations, implements and accessories, to the mutual profit of barbers, dealers and manufacturers.

As the delegates arrived, a Cleveland Committee of Arrangements, representing the Northern Ohio Barbers' Supply Club, welcomed the delegates. The officers of this recently formed club include: President, Richard Zipp, of the Mutual Supply Co.; secretary, Richard O. Herold, of the Herold Brothers Co.; treasurer, Raymond Ervin, of Ervin & Co., all of Cleveland. Mr. Ervin was chairman of the general local committee, the other members including Messrs. Zipp and Herold and Carl Randell, J. A. Skull, Nat Spero, and E. W. Fink. After registration, a souvenir program was distributed which carried a message to the membership from E. A. Fretz, president. "Let us all pull together for a bigger and better association, and don't forget the business sessions and the exhibitors," were his concluding words.

The convention formally opened Monday morning, when President E. A. Fretz read his annual message, in which he pointed out the important field for development opened to barbers by the fashion for bobbed hair. The balance of the session was more or less formal in its nature and consisted of the reading of reports.

On Tuesday morning the credit question was discussed by R. L. Hosea, of Houston, Tex.; Julian Hoffar, of Evansville, Ind., and R. D. Mitchell, of Kokomo, Ind., after which a pep sales talk was given by William Ganson Rose. This was followed by a discussion on "Dead Beats," "Increasing the Percentage of Mail Collections," "Training the Salesman to Educate the Barber to Mail His Remittances," "Should the Barber Expect Credit?" and the "Use of Trade Acceptance to Barbers." There was a general discussion by the members which created much interest.

Tuesday afternoon, trade practices were discussed by A. J. Krank, A. Edlis, and Bernard DeVry, after which Miss Laurine Rose discussed the progress of the beauty business.



EMIL A. FRETZ

She pointed out the commercial possibilities of catering more fully to the needs of women. George Chisholm, St. Louis, then read a paper on "How to Increase the Sale of Merchandise and Fixtures to the Beauty Trade," after which Eugene C. Brokmeyer, general counsel, read his report.

At Wednesday's session, A. Friedberghauer, another member of the West Virginia committee, discussed the situation in West Virginia. Arthur Woodward talked on the "Certified Barber Movement in America," and Adolph Edlis pictured the future of the association.

At Thursday's session, the relation of the barber schools to the barber supply industry was carefully considered by A. B. Moler, and Frank Noonan discussed the "Kind of Advertising That Pays." Walter Smith read an interesting paper on "A Class of Business We Decline to Ship and Why." The final paper of the morning session was "The Detail Man on the Road with the Dealer's Salesman," by Z. C. Shaw.

At the afternoon session, reports of various committees were read and officers were elected: President, E. A. Fretz, Dallas, Texas; first vice-president, Edward Cuddy, New York; second vice-president, J. M. Hoffar, Evansville, Ind.; third vice-president, Ray Ervin, Cleveland, Ohio. The new directors are: A. L. Edlis, Pittsburgh, Pa. and Z. C. Shaw, Wichita, Kan. The secretary will be elected by the directors. No place has been selected as yet for the 1925 convention.

The entertainment features, as in the past, proved to be a popular part of the program. After the morning session Monday, sightseeing busses took the visitors about Cleveland and its vicinity, stopping at the Union Trust Bank for a visit, after which there was a get-together dinner and dance. The principal speakers were Judge J. J. Sullivan and Thomas Hendricks.

The following day the ladies enjoyed a trip through the Cleveland Museum of Art and had luncheon at the Wade Park Manor; and in the evening all joined in a theater party. Wednesday some of the delegates went to the ball game between the Cleveland and Washington teams, and some enjoyed a boat ride on Lake Erie.

United States Senator Simeon D. Fess, of Ohio, was the principal speaker at the annual banquet Thursday night which closed the convention.

The commercial possibilities before barbers if the trend of hair bobbing for women continues, as it seems likely to do, was strikingly shown at the exhibition. Luxurious upholstered barber chairs, hair cutters, hair curlers and wavers, mostly electric, all set up for actual use and demonstrations, as well as a great many toilet preparations appealing particularly to women, were displayed.

One practical effect of the new source of revenue for barber shops offered by women was illustrated by the Electric Mfg. Co. In 1910 this company reported that it was glad to sell ten gross of electric curling iron heaters. In 1923 the firm sold 500 gross of them.

Barber poles showing various styles of hair bobbing were also on display. These are offered to enable the barber to attract women customers.

The exhibition occupied the mezzanine floor, where about sixty firms displayed their products.

Among the exhibitors of interest to our readers were the following:

Commercial Laboratories, Newark, N. Y.—A complete line

of cosmetic barber supplies was shown by this company. This included lines for the beauty parlor and drug trade, and two new Christmas numbers. Two new specialties shown were Oriental Perfume and Oriental Vanishing Cream. A. J. Ott greeted visitors at the company's booth and explained to them the company's facilities for manufacturing private brand toilet preparations in which it specializes.

Compagnie Duval, New York City.—Three specialties, Quinine, Rose and Lilac were shown by this company and in addition much interest was taken in a new oriental odor which the company offered. It was represented by F. W. Heine.

Compagnie Parento, Croton-on-Hudson, N. Y.—New products shown by this company were "Gero Boquet," "Shercol" and "Vamp." The company was represented by Addington Doolittle, Harry R. Ramsey and A. S. Northrup.

Davies-Young Soap Co., Dayton, Ohio.—Liquid shampoo base and liquid shampoo paste were emphasized in this company's display. The representatives were H. H. Heidbrink, sales manager, S. M. Kline and E. G. Eckerman.

Florasynth Laboratories, Inc., Unionport, N. Y.—Phenylacetic ketone and Dihydroxycitronellol ketone, constituents of lilac, were the new products offered by this company. Representatives were Charles L. Senior and Alexander Katz.

Van Dyk & Co., New York City.—Oil Lilac and Oil Quinine Elite, as well as a Bouquet Omar, were among the new specialties shown by this company. Donald Wilson and D. V. Rosenglick represented the company.

L. A. Van Dyk, New York City.—Lilac Blossom-N and Narcissus-A were among the interesting new specialties offered by this house. L. A. Van Dyk and William Schilling greeted visitors at the booth.

Other exhibitors included the following:

Colgate & Co., New York City.—Advance numbers from the holiday line including extracts in imported French bottles and in attractive new boxes were displayed. W. J. Jenkins and J. F. Carney represented the company.

E. E. Dickinson & Co., Essex, Conn.—Witch Hazel. Representatives: E. E. Dickinson, Jr., F. J. Hall, and Miss Pansy Graham.

Odell Co., Newark, N. J.—Hair tonics. Representatives: Henry Imke, C. L. Meglis, J. P. Oswald and R. H. Berry.

A. R. Winarick, New York City.—Toilet waters. Representatives: J. A. Gallagher and Louis Quinto.

Mark W. Allen Co., Detroit, Mich.—Toilet preparations and hair tonics. Representatives: Wm. Boyd, A. C. Vicary, Edward Powers and Glen Scobie.

Natural Products Co., Eau Claire, Wis.—Hair preparations. Representatives: R. R. Rosholt and A. E. Schultz.

Others of interest to our readers were: Bonheur Co., Syracuse, N. Y.; Blemco Co., Canton, Ohio; Gladiator Co., New York City; Normany Products Co., Los Angeles, Calif.; Misner Mfg. Co., Detroit, Mich.; Peacock Products Co., Moline, Ill.; Paul Westphal, Inc., New York City; Big Six Laboratories, Atlanta, Ga.; Amarosa Co., Brooklyn, N. Y.; J. W. Marrow Mfg. Co., Chicago, Ill.; E. R. Wiley Co., Toledo, Ohio; Holman Laboratories Co., Chicago, Ill.; R. J. S. Laboratory, Chicago, Ill.; H. C. Hynd Co., Buffalo, N. Y.; Grant Watkins Co., Boston, Mass.; and The Herpicide Co., Detroit, Mich.

Active members present at the convention were: E. D. Schneider, Schneider's B. S. House, Memphis, Tenn.; R. L. Hosea, K. Rossler & Co., Inc., Houston, Texas; C. B. Davis, C. B. Davis B. S. Co., Atlant, Mich.; E. A. Fretz, C. E. Hoffman Co., Dallas, Texas; Fred C. Wohlrab, Joliet B. S. Co., Joliet, Ill.; H. Seers, Bauman B. S. Co., B. J. Bauman, Bauman B. S. Co., Cincinnati, O.; J. B. Kitto, Joplin B. S. Co., G. A. Farris, Joplin B. S. Co., Joplin, Mo.; E. Forst, E. Forst B. S. House, Schenectady, N. Y.; Andrew Makrauer, Makrauer B. S. House, Pittsburgh, Pa.; Jess C. Crabill, Ill.-Mo. B. S. Co., St. Louis, Mo.; Jerome Edlis, Edlis B. S. Co., Pittsburgh, Pa.; Rud Kunter, Pairo B. S. Co., St. Louis, Mo.; Bernard DeVry, DeVry B. S. Co., Evansville, Ind.; A. E. Voigt, Voigt B. S. Co., St. Louis, Mo.; Mr. A. DiPuppo, Tripoli B. S. Co., Philadelphia, Pa.; J. LeRoy Wheatley, Wheatley & Reade, Inc., Raleigh, N. C.; M. E. Walters, Conner & Walters Co., Charlotte, N. C.; A. G. Allgaier, Model B. S. Co., Peoria, Ill.; John S. Brown, Brown B. S. Co., Steubenville, O.; Walter I. Smith, Covalt & Smith, Pittsburgh, Pa.; A. Edlis, The Edlis B. S. Co.,

Pittsburgh, Pa.; J. M. Hoffar, DeVry B. S. Co., Evansville, Ind.; Edw. B. Cuddy, Crown B. S. Co., New York City; Fred J. Susanka, Melchior Supply Co., Chicago, Ill.; Clarence S. Wiggins, Buckeye B. S. Co., Dayton, O.; G. Emery, Marion B. S. Co., Marion, O.; Fred W. Kiefer, Fred W. Kiefer Co., Kirkwood, Mo.; Geo. Jacobs, Gunkel B. S. Co., St. Louis, Mo.; Z. G. Shaw, S. D. Shaw Co., Wichita, Kans.; Harry L. Meyer, St. Louis B. S. Co., St. Louis, Mo.; Geo. J. Wonka, Penn. Perfumery & B. S., Paul Gunzburg, Penn. Perfumery & B. S., Pittsburgh, Pa.; Albert Bellefontaine, Albert Bellefontaine, Montreal, Canada; Frank M. Noonan, T. Noonan & Sons Co., Boston, Mass.; Otto R. Haas, Kraut & Dohnal, Chicago, Ill.; Geo. Pohle, Auburn B. S. Co., Auburn, N. Y.; J. F. Shuford, Richmond B. S. Co., Richmond, Va.; Henry Spiess, Spiess B. S. Co., Saginaw, Mich.; Jos. B. Hubert, Cincinnati B. S. Co., Cincinnati, O.; Jos. Kellner, Niel Nielsen & Co., Buffalo, N. Y.; H. S. Botenfield, Pittsburgh B. S. Co., Pittsburgh, Kans.; B. W. Alt, Moline B. S. Co., Moline, Ill.; J. J. Connors, J. J. Connors B. S. Co., Toronto, Canada; William P. Plato, Philadelphia, Pa.; Otto Buerger, Buerger Bros., Hugo C. Buerger, Buerger Bros., Denver, Colo.; C. R. Akers, Akers Britton Co., Indianapolis, Ind.; H. L. Purnell, H. L. Purnell Co., Salisbury, Mo.; A. B. Moler, Moler's Supply House, Chicago, Ill.; Mr. Dohnal, Kraut & Dohnal, Chicago, Ill.; Geo. E. Buck, W. L. Buck Co., Kansas City, Mo.; K. Rossler, K. Rossler & Co., Houston, Texas; Jas. Q. Byrne, Jas. Q. Byrne Co., El Paso, Texas; Jas. Sarnbi, Jas. Sarnbi Co., Providence, R. I.; D. W. Brundage, United Sales Co., Logansport, Ind.; Wm. G. Heimerdinger, W. C. Heimerdinger Co., Louisville, Ky.; G. W. Pursley, Pursley & Hitch, Evansville, Ind.; J. H. Weis, J. H. Weis Supply House, Louisville, Ky.; Wm. Mann, Mann & Co., Columbus, O.; Dave Isaacs, Wilkes-Barre B. S. Co., Wilkes-Barre, Pa.; Jack Weise, Weise's B. S. Co., Buffalo, N. Y.; Max Goldberg, Western B. S. Co., Philadelphia, Pa.; Earl J. Evanson, Coe's B. S. House, Oshkosh, Wis.; John Gieg, Penn. B. S. Co., Altoona, Pa.; J. G. Johnson, J. G. Johnson B. S. Co., Rockford, Ill.; Philip H. Warshaw, Philip H. Warshaw, Inc., New York City; A. Arnold, Jr., Arnold B. S. Co., Little Rock, Ark.; Stanley Johnson, J. S. Johnson B. S. Co., Rockford, Ill.; G. H. Fralick, G. H. Fralick B. S. Co., Wichita, Kans.; S. K. Karegeannes, N. Y. B. S. Co., Milwaukee, Wis.; Michael Raines, M. Raines B. S. Co., New York City; E. A. Pohland, Mil. B. S. Co., Milwaukee, Wis.; Thos. S. J. Runci, Jos. Runci & Sons Co., Boston, Mass.; Isaac Isaacs, Wilkes-Barre B. S. Co., Wilkes-Barre, Pa.; Jos. Runci, Jos. Runci & Sons Co., Boston, Mass.; W. H. Bear, W. H. Bear, Terre Haute, Ind.; Val Spielberg, American B. S. Tool Co., Inc., Philadelphia, Pa.; Lem L. Jaeger, H. B. Jaeger B. S. Co., Springfield, Ill.; Geo. H. Weyer, Jr., Geo. H. Weyer, St. Joseph, Mo.; Frank J. Mars, Kalamazoo Pharmaceutical Co., Kalamazoo, Mich.; W. T. Rose, Rose's B. S. Co., L. E. Peck, Rose's B. S. Co., Waterloo, Ia.; A. A. Saxer, Saxer B. S. Co., Toledo, O.; John F. Wynkoop, Union B. S. Co., Washington, D. C.; Miss M. E. Lowe, Wm. M. Lowe B. S. Co., Des Moines, Ia.; Fred W. Royalty, Danville, Ill.; L. Wolfe, Detroit, Mich.; Harry G. Keller, The Baltzley Co., Canton, O.; B. Mangle, Sunbury B. S. Co.; L. Hertzshauer, L. Hertzshauer's Sons, Troy, N. Y.; Mrs. E. A. Kennedy, Quincy B. S. Co., Galesburg, Ill.; D. E. Hannan, L. M. Taylor Co., Cincinnati, O.; R. D. Anderson, R. D. Anderson B. S. Co., Mansfield, O.; A. A. Emery, Marion B. S. Co., Marion, O.; J. C. Phillips, Phillips Mfg. Co., Philadelphia, Pa.; John Rieder, John Rieder Co., Minneapolis, Minn.; M. E. Tilly, Atlanta B. S. Co., Atlanta, Ga.; B. F. Stephens, Capitol City B. S. Co., Charleston, W. Va.; C. B. Davis, C. B. Davis B. S. Co., Atlanta, Ga.; W. H. Baughman, W. H. Baughman Co., Akron, O.; A. LaTorrey, Binghamton, N. Y.; Chas. Laudenslager, Allentown B. S. Co., Allentown, Pa.; D. R. Makrauer B. S. Co., Pittsburgh, Pa.; John Quinn, J. R. Quinn B. S. Co., Spartanburg, S. C.; Wm. Brumme, Akron Billiard & Bowling Supply Co., Akron, O.; Jimmy Liota, Sylvester Liota, New York City; J. B. Gibson, Gibson B. S. Co., Duluth, Minn.; John N. Bouey, Jones Bros. & Co., Ltd., Toronto, Ont., Canada; N. T. Bouey, Bouey Bros. Co., Ltd., Winnipeg, Can.; Thos. Mangold, Old Reliable B. S. Co., Cincinnati, O.; L. Randolph, Joliet B. S. Co., Joliet, Ill.; Mrs. L. E. Neville, Quincy B. S. Co., Quincy, Ill.; A. H. Schroeder, Wayne B. S. Co., Ft. Wayne, Ind.; J. J. Curcio, J. J. Curcio Co., Jersey City, N. J.

NATIONAL HAIRDRESSERS ADOPT NEW STYLES

Memorial Session Is Held in Honor of the Late Charles M. Kozlay;

Fashion Show Proves Great Success; Perfumers Among the Exhibitors

Five new national styles for hairdressing were adopted and various matters tending to raise the standard of the profession were discussed at the fourth annual convention of the National Hairdressers' Association at Atlantic City, N. J., September 8-12. The sessions were held at the Breakers and over two thousand delegates from all over the United States attended, while the exhibition was held in Garden Pier, where 90 firms manufacturing equipment and supplies for the beauty parlor and hair dressing shop, greeted their customers and friends in the trade. The convention opened with a memorial service in memory of the late Charles Meeker Kozlay, past president and founder of the association. At the conclusion of the service a portrait of Mr. Kozlay was presented to the National Association by the New York Association. The presentation was made by Harry M. Spiro. A past president's badge in a suitable frame was also presented to Miss Hazel Leonie Kazlay, daughter of the late president.

Following this, delegates were welcomed by Mayor E. L. Bader, of Atlantic City, after which John Stougard, president of the Atlantic City Hairdressers' Association responded. William C. Snyder, president, then followed with his address, in which he bespoke notable progress for the Association, and for the profession in the coming year.

In the afternoon the exhibition was opened by Miss Theo Bender at the Garden Pier, and the balance of the afternoon and evening was spent there.

The following day Frederic N. Withey read a forceful paper on, "The Modern Crook—A Menace to Businessmen," after which a competition in hairdressing was held under the direction of Paul Rilling and Miss Esther J. Johnson. The purpose of the competition was to create new styles in the art of hairdressing. In the afternoon a boardwalk promenade consisting of floats and wheel chairs, exhibiting the models from the National Style competition of hairdressing was held. There were 20 floats in the promenade which was under the direction of Robert Bishinger. In the evening a very interesting style show of hairdressing was held at the Garden Pier Theatre. The purpose of this show was to demonstrate the facility with which it is possible to change a headdress as the fashion and occasion demands without departing radically from the present style of wearing the hair. This was done to meet the demand by those women who indulge in athletic sports, but who find for evening wear or special occasions that the addition of extra hair is very becoming. The purpose was also to show hairdressers how to relieve the monotony incident to their customers appearing with the same head-dress.

Scene 1, was in an artist's studio showing in an appropriate frame, artist's ideals of styles in hairdressing in 1910, 1915, and 1920.

Scene 2, was a parade of models with permanently waved hair. The purpose of this was to show what great strides permanent waving has made in the last few years.



C. W. GODEFROY

Scene 3, represented the home of a well-known American at Palm Beach and showed 20 beautifully gowned women with artistically dressed hair.

Scene 4, consisted of a parade of models showing many ideas in hairdressing, designed by artists from the various state associations.

Rudolph Griebing then introduced some novel ways of wearing the hair. A one-act play was next given entitled, "Why Look Older Than You Are?" or "The First Gray Hair." It was represented as every woman's drama, and like most plays of the current day, it had a happy ending by means of a modern hair coloring.

The last scene showed the palace of Rajah of Bon, in the person of D. Frey, who showed his preference for American styles in hairdressing.

The scheme of the style show proved to be very popular, and was arranged by Mario Campana, chairman; George Hoppman, and Paul Rilling, assisted by the committee on artistry: F. Bauer, Mrs. Louise R. Frey, Mrs. E. Frederic, A. R. Walker, Madam Louise, Mary Daugherty, N. Thee, Miss A. Herring, and A. Boch.

One of the features was a departmental session on hair-dyeing held under the direction of Emil Rohde, who gave a lecture on corrective hair dyeing and in which all exhibitors of hair dyes participated.

A departmental session on permanent waving was held under the direction of B. G. Spicer. Manufacturers of permanent waving machines gave demonstrations. Another departmental session on scalp treatment was held under the direction of Dr. Rudolph Martin.

The remaining business session was devoted to the election of the following officers:

President, C. W. Godefroy, St. Louis, Mo.; first vice-president, Miss Esther J. Johnson, Chicago, Ill.; second vice-president, R. Carles, Portland, Me.; secretary, Miss Theo Bender, St. Louis, Mo.; financial secretary, Miss Helen Lynch, Chicago, Ill.; treasurer, Harry M. Spiro, New York City; historian, Louis Ernst, Brooklyn, N. Y.; trustees: Anthony Boch, Philadelphia, Pa.; William C. Hoffman, Seattle, Wash.; Mrs. Louise R. Frey, Brookline, Mass.; Madame De Guile, Minneapolis, Minn.; and past president, Wm. C. Snyder, Kansas City, Mo.

The convention in 1925 will be held August 31 to September 4 in San Francisco, Cal.

Informal entertainment features added to the gaiety of the convention throughout the week, and there were numerous incidental entertainments by exhibitors and the members of the local association who were determined that the delegates should have a most enjoyable time. The social event of the week was the annual banquet at the Breakers' Hotel, which was followed by a dance in the roof garden.

At the exhibition accessories used by the hairdressers and beauty parlors, including numerous toilet preparations, were shown. Among the firms represented were the following: *American Hairdresser*, Andis O. M. Mfg. Co., Angelica

Jacket Co., Art Aseptible Furniture Co., Barbitzer Products Co., Inc., Belcano Co., Eugene Berninghaus Co., House of A. Blatt, Blue Bird, Inc., Boyer International Laboratories, A. Breslauer, Inc., Brown & Sharpe Mfg. Co., Bruno Brothers, E. Burnham, Inc., Fred W. Butler, Chisholm Co., E. Clinton & Co., Cobro Co., Crown Hair Goods Co., De Meo Bros., "Edmond," Electric Mfg. Co., Emarco Co., Express Mfg. Co., Eugene Ltd., Carl Feder, F. W. Fitch Co., Fleischer & Co., E. Fredericks, Inc., Gem-Air Permanent Wave Co., Gibbs & Co., R. Ginsberg & Bro., Gloria Mfg. Co. of Chicago, Godefroy Mfg. Co., Guarantee Supply Co., Hairtor Specialty Co., Halliwell Electric Co., Elizabeth F. Hassenberg, High Grade Hair Co., R. A. Hudson Co., Inc., Hygenia Brush Co., Hyman & Oppenheim, Inc., A. C. Hynd Co., Inecto, Inc., Jean Jordeau, Inc., Koken Companies, Lockwood Brackett Co., L'Oreal, Inc., Marinello Co., Wm. Meyer Co., Modern Beauty Shop, Moler Supply House, Moore Elec. Corp., Morey Institute, Inc., National School of Cosmetology, Inc., Neos Co., Inc., C. Nestle Co., R. Odell & Sons Co., Paragon Laboratories, Inc., Parker Herber Mfg. Corp., Pasquier Co., Inc., Peacock Products, Permanent Wave Machine & Supply Corp., Portland Hair Co., Prichard & Constance, Rapidol Co., Reichman & Faust, Sanitax Brush Co., Sanitax Electric Co., Savoly, Inc., J. Schanzbach & Co., Inc., Schuder's School of Beauty Culture, H. Schwerner & Co., Scott's Laboratories, Shelton Electric Co., Emile Shoree School, Specialty Mfg. Co., Stay Tight Co., Tricho Sales Co., United Permanent Wave Supply Corp., M. Wahl & Son, Northam Warren Corp., Welty Co., Western Hair Goods Co., Wildroot Co., Inc., Chas Wolton, J. Zabudoff & Sons.

Philadelphia Girl Wins Beauty Crown

At Atlantic City, September 6, Miss Ruth Malcolmson as "Miss Philadelphia," was crowned America's most beautiful bathing girl at the close of the national beauty pageant. The crowning of the new "Miss America" was performed by King Neptune on the million-dollar pier in the presence of 5,000 persons. She wore an all-white suit and white stockings. Miss Malcolmson is 18 years old, 5 feet 6 inches in height, weighs 132 pounds and has long golden-brown curls and violet eyes. She graduated last year from High School and is a choir singer. There were beauties present from some eighty-four cities to contest for the prize. There were no discordant anti-cosmetics vibrations this year as happened on a previous occasion.

The Rose in Medicine, Food and Perfumery

In a story about Queen Alexandra Rose Day, June 25, a writer in the London *Daily Chronicle* recalls the various uses of the rose in medicine from the time of Pliny, who named thirty pharmaceutical preparations compounded of rose leaves and petals, and the rose wine of that arch-sybarite Heliogabalus, who resorted to it as a "pick-me-up" after each of his frequent debauches. Reference is also made to the employment of rose-water for flavoring food and to the rose fritters of the Chinese and the rose candy of the Hindus. Rose-water is still largely used in pharmacy, and natural otto of rose is of irreplaceable value in perfumery. But, medicinally, confection of roses and other preparations of them have little more than an antiquarian interest. Floriculturally, the rose retains unchallenged its imperial supremacy alike for beauty of form and delicacy of fragrance, according to the writer.

Trinidad Now Knows American Toiletries

Consul Henry D. Baker, Trinidad, reports as follows relative to the market for toilet preparations in Trinidad: "There is no local manufacturer of toilet preparations in Trinidad. The imports are mostly from the United States and France. American goods that sell in that island consist mainly of talcum powders, rouge, tooth pastes, shaving soaps and creams, and manicure specialties. Most of the lotions, perfumes, toilet waters (except bay rum) and ladies' toilet powders, are of French manufacture. With the exception of one well known English cold cream specialty there is very little trade in that territory in English toilet preparations, notwithstanding the preferential advantage of 50 per cent in favor of English goods."

RED HOT SHOVELS, WINE, AND MYRRH REQUIRED IN OLD BEAUTY RECIPES

Nowadays when milady wishes to apply a cleansing cream, astringent, hair tonic, or other beauty lotion, she merely opens a dainty little bottle or jar where the preparation is all ready for use.

Not so with the woman of even a few centuries ago. When she wished a beauty treatment she had to assemble half a dozen ingredients, mix them carefully according to formula, perhaps even cook them and cool them. Consider the difference, too, in the methods of applying them. Compare the relative comfort between sitting in an easy chair in your boudoir patting on an astringent, and going through the inquisition process described in this astringent recipe, supposed to tone up the skin and remove crowsfeet:

"Heat a shovel red hot, and on it throw a pinch of powdered myrrh, meantime throwing a thick towel over the head and bending over the shovel to get the fumes directly upon the face. Repeat this three times, then heat the shovel a fourth time and spray on a little white wine. Let the fumes penetrate, and repeat the procedure three times."

It is obvious that this recipe was in vogue in the days when white wine was more available than it is today!

A popular hair-oilment of 1400 A. D. was made by the following recipe: "Mix sal-marine, vitriol, and nitrate of potassium; grind together with dried roots of swallow-wort, oil of poppies, bile of an ox, a very little sepia, Arabic gum, alum, sulphur, and ginger. Rub the hair with this preparation and leave till morning."

Another "hair-raising" recipe of olden times reads: "Take dried cauls from the Orient, grind them to powder, and mix them in equal proportions with the yolks of eggs that have been boiled; then mix with wild honey. Rub on the hair in the evening, wrap the head in a kerchief, and wash in the morning with olive oil soap and fresh water."

No wonder women had no careers and took no part in the world's work in those days when good grooming demanded so much time and work!

An etiquette book of less than a century ago admonishes women that the "only safe way to color the face is to dip a bit of red silk in some wine and rub on the cheeks where the color is desired." In the twentieth century, with rouges which meet the most stringent requirements as to purity, we should scarcely consider this method desirable or even safe, and one can imagine that the ladies of this period who had to depend on red silk for their coloring must have had some bizarre color effects! They would certainly be astonished if they could see their great-great-grand-daughters of today blithely ordering the rouges and powders by the box, and for each toilette, choosing from their wide selection, whatever rouge is best suited to the particular costume and occasion.

A Magical Tooth Paste

Ten thousand tubes of tooth paste likely to be the most popular article of its kind ever sold in the United States are said to be en route to America today as the result of the enterprise of one American business man. The tooth paste is made by the former manufacturers of absinthe before the latter was forbidden in France, and bears the following directions: "Mix with one pint of pure alcohol and use as a mouth wash three times a day." When mixed with the alcohol, the paste becomes pure absinthe. Washington papers please copy.—*Toronto Druggists' Weekly*.

Hunting for Freckles to Sell Cream

A druggist down east who is pushing freckle cream is carrying on a freckle contest. The boy or girl whose face sports the largest number of freckles receives a prize.—*Western Druggist*.

Inspecting a New Model City Flat

"This room is small and seems poorly furnished—one chair and a folding bed."

"That sir, is the telephone booth."—*Truth*.

SOME ADVANTAGES OF TRADE MARK REGISTRATION

By HOWARD S. NEIMAN, New York,

Patent and Trade Mark Editor of The American Perfumer & Essential Oil Review

There is considerable popular misunderstanding regarding the rights incident to the use of a trade-mark.

Many who are not conversant with trade-mark laws and proceeding imagine that the sole right to the use of trade-mark is dependent upon registration in the United States Patent Office and that he who registers first can defeat the rights of those who may have actually preceded him in the commercial employment of the mark.

A trade-mark right is a common-law right. It is a piece of property produced by the first user. It had no existence prior to his adoption, and hence, there could not have been a prior title to it. In its production, the originator deprived no one of anything. He has seemingly produced something from nothing, and, in fact, that is the position of the law.

Having produced the trade-mark, it is his with absolute title thereto.

The retention of the title, however, places some duties upon the owner. He cannot abandon it and still possesses it. He must do something with it and the laws say that that something is commercial use. He must use it if he would retain his rights and in this particular, a trade-mark is entirely different from a patent, which need not be commercialized to retain full title.

The reasons underlying the principle that a trade-mark must be in continuous use, if title is to be retained, is evident upon a slight consideration of the properties of a trade-mark.

A trade-mark cannot exist of itself alone. It must be attached to and form a part of an article in commerce. It is the owner's notice to the world of the articles of his production or sale. It is a guarantee of origin, but not necessarily of quality. It is the owner's means for the public identification of his products. It has no other attribute.

Hence, it is evident that if there is no commercial commodity to be offered to the purchasing public, there can be no trade-mark, for there is nothing to guarantee. It follows, therefore, that with the abandonment of the mark through its absence of use with the determination to permanently abandon this use, the trade-mark must have ceased to exist and hence he who adopts it later is as much an originator as he who first used and then abandoned it.

This common-law right to the sole possession of a trade-mark cannot be defeated by statutes, but the law can, and does, lay down certain methods and means whereby this right of possession may be determined and whereby the title may be more fully discovered and protected.

Full advantage of the United States laws relating to trade-marks can be taken only when the trade-mark is registered in the United States Patent Office.

The trade-mark laws, therefore, are intended to define and protect the common-law trade-mark right of first adoption and continuous use.

Trade-mark rights are involved and intricate in these days of over-lapping interests and rapid scientific advancement and their protection brings into consideration both legal and commercial decisions and conditions.

Stress is generally laid upon the legal advantages of registration and means for protecting these rights by law.

Too little emphasis has been given to one of the most important adjuncts of a trade-mark registration, that is, its helpfulness in preventing litigation.

It should be considered as a prophylactic as well as a remedial agency. Its chief value is as a preventative of innocent infringement and as a warning to the unscrupulous.

The proper protection of a trade-mark right by means of a United States Patent Office registration is becoming more appreciated. Registrations are rapidly increasing as the full value of this procedure is becoming better known.

The first step before adopting a trade-mark, is or should be, a search of the United States Patent Office trade-mark records to determine if the same, or a confusing similar, trade-mark has been previously registered for the same class of commodities.

Let us suppose that John Smith has used but has not registered a certain trade-mark for toilet preparations and an honest William Brown, not knowing of Smith's use is desirous of employing the same trade-mark.

He makes a search of the United States Patent Office trade-mark records and does not find a registration.

Now, Brown will register the trade-mark or he will not.

If he files a trade-mark application, the Office will not find any prior registration, will pass the application to publication in the *Official Gazette* and if Smith does not see the published notice, will register it.

If Smith sees the published notice he must go through expensive proceedings in the Patent Office to assert his rights, and if he does not know of Brown's use until the latter has commercialized it, he will be compelled to go to still more expensive proceedings in the courts.

If Smith had registered his trade-mark, Brown would have found it in his search, abandoned the idea of adopting it and would have decided upon some different mark.

Thus Smith's registration would have saved him from a considerable expense, much annoyance and a transient competitor.

The necessity of a preliminary Patent Office search is equally evident.

Suppose Smith had registered but Brown did not search. Brown would then go to the expense of commercializing his trade-mark only to find when he had it firmly established, that he was confronted with infringement proceedings resulting in his forced abandonment in favor of Smith.

It is to be further noted that had Brown attempted to register without a preliminary search his application would have been rejected upon Smith's registration, and, hence, Brown would have subjected himself unnecessarily to the expense incident to a trade-mark registration application.

Brown's search therefore would have saved him from infringement and unnecessary expense.

The value of a preliminary trade-mark search before adoption and the registration of the trade-mark at the earliest moment is evident.

It will be seen from the above that the registration of a trade-mark in the United States Patent Office has valuable commercial attributes as well as legal advantages and that the proper protection of a trade-mark right can be accomplished only by its registration.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

A meeting of the Executive Board of the Flavoring Extract Manufacturers' Association of the United States was held September 12 at the Hotel Astor, New York. The following members attended: F. S. Rogers, Thomas J. Hickey, L. K. Talmadge, D. T. Gunning, G. H. Burnett, Robt. S. Joyce, L. B. Parsons, R. E. Heckin, Gordon M. Day, and R. H. Bond. The operation of the prohibition law in West Virginia, the situation on exempted narcotic preparations in North Carolina, and the action of the Legislature there with regard to the sale by merchants of ordinary household drugs were among the subjects which were considered.

The new members elected are Logan-Johnson Co., Boston, Mass., active; P. R. Dreyer, New York, and Hazel Atlas Glass Co., Wheeling, W. Va., associate.

SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in taking care of the interests of the association and its members during the last month. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members.

Some announcement regarding the annual meeting may be expected soon. It probably will be held in November.

Bigger Field for Our Manufacturers of Flavors

American manufacturers of flavors, particularly syrups, will be interested in this despatch from London: "England is said to be buying more American soda fountains now than are being sold in America. Figures available for the first four months of 1924 place the number of fountains sold and set up in England at 37,920. So popular is the soda becoming here that it is now a common sight to see fountains in chemists' shops (drug stores), a daring innovation. Many of the small villages also have soda fountains, not as competitors of the public houses, but installed in them."

Coffee Trade Reaches Highest Level

Imports of coffee into continental United States during the year ended June 30, 1924, reached the highest level in the history of the country's coffee trade. The total quantity imported was 1,432,109,373 pounds, valued at \$207,048,301.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of THE AMERICAN PERFUMER.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 12,201 to 12,250, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

12,229. Adulteration and misbranding of lemon extract. U. S. v. 840 Bottles of Lemon Extract. Default decree of condemnation, forfeiture, and destruction. It was found to be only a dilute lemon extract. No claimant appeared. Seizure was made at Little Rock, Ark.

There were five olive oil misbranding and adulteration judgments. In one a fine of \$120 was imposed, in two the fines were \$100 each and in two more suits the oil was condemned and released under bond.

New Standards Coming on Food Products

New standards for meat products, jellies, jams and ice cream are being worked out by the Joint Committee on Definitions and Standards for Food Products at Washington under the auspices of the Bureau of Chemistry of the Department of Agriculture.

The standards under consideration are intended to supplement such definitions of the various food products as have been heretofore published by the department, as well as to cover such fields as have not been studied previously. The committee has before it many suggestions from the trades affected which have been submitted in response to a request made when it was first planned to take up this work.

The definitions are for the guidance of Federal and State officials in the enforcement of the pure food laws. A great deal of attention is being devoted to the standardization of jellies and jams to meet the complaint that manufacturers of higher grade products find it difficult to compete with those who resort to the use of substitutes in manufacturing jellies and jams "at a price." It is pointed out that through the use of large quantities of pectin, a chemical present in fruits, the manufacturers are able to use smaller amounts of fruits and larger amounts of water or fruit juices, all of which legal, is declared to be unfair competition. The labeling of these products to show their actual contents is being considered by the conference.

The previously announced tentative definition of plain ice cream is said to have been the subject of a great deal of criticism from the industry. It is held to be the clean, sound, frozen product made from a combination of one or more of the following products: Cream, milk, condensed milk, dried milk, skimmed milk, condensed skimmed milk, sweetened condensed skimmed milk, dried skimmed milk, butter, water; with sugar (sucrose), with flavoring and with or without added stabilizer consisting of wholesome edible material—such that it contains not less than 12 per cent of milk fat, not less than 20 per cent of total milk

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TAHITI GROWS MORE VANILLA: NOW RIOTING IN WEALTH

**High Prices Start Automobile Boom and Papeete Gets a Traffic Cop;
Chester A. Smeltzer Tells of the Prospects of Relief for Consumers**

PAPEETE, Tahiti, September 5.—Papeete has acquired its first traffic cop, Bepo Allegro, who is as husky and punctilious as any cop on any of Broadway four corners in New York. The number of motor cars has increased so much during recent months that the highways of the town have become too congested for uncontrolled traffic.

The rise in the price of vanilla has brought a great deal of money into the islands and nearly every native landowner is now possessed of some sort of motor car. The Chinese in Papeete have endeavored to satisfy the demand by combing all the old junk heaps for ancient bicycles and antique "tin lizzies." A little tinkering and a few coats of paint, and the rejuvenated contrivances are ready to be exchanged for quantities of vanilla far in excess of the value proffered.

This is one of the consequences of the visitation at Papeete of "vanilla millionaires" from the Leeward group of the Society Islands. These islands escaped the plant disease that devastated the plantations of Tahiti some years ago. Thus, when the price of vanilla beans soared recently to great heights, these islanders had full crops for which they received sums beyond their wildest dreams. Papeete being the Paris of the South seas, these newly-risen nabobs have been flocking here to spend their gains.

The roads in and about the city have become perilous from flivvers, chartered by the week, loaded with fat Kanakas, who rush about at high speed, to the consternation of pedestrians. Their women folk are astonishing the beach dwellers with glowing silks, high-heeled shoes and picture hats. This orgy of spending will continue until the last franc is gone. Then the natives will return happily to the peaceful shores of Raiatea and Bora Bora and resume their old pursuits of climbing the mountains for "fei" and combing the reefs for fish. But, having had a whale of a time, they will be content.

Mr. Smeltzer on the Tahiti Outlook

There will be no immediate relief for the vanilla consumer from Tahiti, according to Chester A. Smeltzer, of Dodge & Olcott Co., New York, just home from a three months' visit to the islands and who very kindly furnished the photos we reproduce. His report on conditions carries both good and bad news for the vanilla consumer.

There will be some relief from the Tahiti vanilla crop according to Mr. Smeltzer, but it will be long delayed. Nothing in the way of low prices can be expected within the next fifteen or eighteen months is the conclusion which he reached as a result of his investigation. The Tahiti

vanilla plant bears two crops each year in distinction from the ordinary grades and types of vanilla. The crop which is now being brought in and cured is somewhat larger than that of last year. It amounted to about eighty tons. Of this more than half had been sold when Mr. Smeltzer left the islands early in July. The remainder still unsold, consisting of about 40 tons, was being held at high prices by the Chinese merchants.

It is the attitude of these merchants which is the discouraging feature of the situation from the standpoint of the consumers of vanilla in this country. The profit in vanilla during the last few years has been sufficient to supply these merchants with funds far in excess of anything which they had expected. As a result, they are fully able to carry their present stocks of beans until they believe the market is ready to pay their prices for the goods. And this is exactly what they are doing and planning to do, in Mr. Smeltzer's opinion.



PAPEETE'S TRAFFIC COP,
(Snapped when off duty.)



NOONDAY VIEW OF PAPEETE'S BROADWAY AND 42ND ST.

The second crop will be materially less than the first, although definite estimates cannot as yet be made, owing to the fact that the flowering has only just begun. A rough guess would place the total at something like 100,000 pounds. There may be somewhat more or less. At the same time this considerable additional supply will not come into the market here before next spring. There is no disposition on the part of the dealers who so to speak are rolling in wealth, to sell beans now and there is not likely to be any anxiety to sell at that time either.

In regard to the prospects for relief, it may be said that the cultivation of beans in the islands has been undertaken on a much larger scale since the rise in price and world shortage of the commodity. The normal crop for Tahiti used to be considered at 420,000 pounds total. However, this in recent years has been severely curtailed to around 100,000 pounds. The result this year has been larger than for several years back, totaling somewhere near 250,000 pounds from the two crops combined. Mr. Smeltzer said that cultivation had so materially increased and was still increasing to such an extent that a return to a crop in excess of 300,000 pounds could be anticipated within a few years. This is the "relief" mentioned above, but it is evident that there is nothing immediate about it.

Mr. Smeltzer commented very highly upon the hospitality

of the islanders and of the Chinese merchants. He says that he was royally entertained, so much so that should any of his former hosts come to New York he would be utterly unable to repay them in kind. In regard to the wealth not only of the dealers, but of the native growers, gained during the vanilla shortage of the last few years, he says that the influx of "flivvers" and ancient bicycles has been so great that the streets of Papeete are over run with them to the peril of the pedestrian. The photograph of the Papeete traffic cop reproduced herewith was taken when he was off duty on his plantation. Barefoot native women are blossoming out in silk stockings, French pumps and Paris hats. Mr. Smeltzer believes that some of our enterprising perfumers and manufacturers of toilet articles would find a ready sale for their goods in the islands if they wanted to take advantage of the era of the vanilla prosperity.

Consul Reports on Madagascar Vanilla in 1923-24

The estimated production of vanilla beans in Madagascar and Dependencies, including the Comoro Islands, the Islands of Reunion and Mauritius for the 1923-24 season is placed at 848,220 pounds, compared with an estimated production of 675,710 pounds in 1922-23, reports Consul Jas. G. Carter, at Tananarive. During the second half of 1923, 79,716 pounds of vanilla beans were exported, while in the first three months of 1924, 201,884 pounds were shipped, making a total of 681,600 from September 1 to March, or the 1923-24 season. The usual season extends from October 1 to the end of February. A few small shipments took place after the main season, which would probably bring the total up to more than 700,000 pounds. Of the 681,600 pounds shipped, 663,593 pounds went to France, 18,001 to the United States and 6 pounds to other countries as samples. Some of the quantity shipped to France, of course, later found its way to the United States. It is generally thought that the 1924-25 crop of beans will be equally as good as the last crop. It is estimated that there are about 39,526 acres under cultivation in Madagascar and Dependencies. Prior to the war, the production on the east coast of Madagascar was less than that of the Comoro Islands and Nossi-Be. Plantations, however, have been greatly extended, and the manner of curing has also been improved. The principal production centers are on the east coast of Madagascar in the districts of Antalaha and Fenerive. The port of Tamatave is the principal point of exportation for the east coast vanilla.

Vera Cruz Consul Reports on Vanilla

Consul Willys A. Myers at Vera Cruz in a recent report states that the vanilla crop is all cured and will be ready for the market within a short time. The crop is short, but of a very good quality, and prices are high. Ten dollars per pound is being asked by the curers for the whole vanilla bean crop. Prospects are good for next season's crop, if the weather conditions are favorable during the next two months.

Opposes Duty Increase on Olive Oil

The Italian Chamber of Commerce, through its secretary, Albert C. Bonaschi, takes exception to the movement recently initiated by the olive oil packing industry to have the Tariff Commission recommend a 50 per cent increase in duty on Italian olive oil. He says that such a step, if accomplished, could only result in raising the price of Italian olive oil to consumers here and not redound to the benefit of the domestic olive oil industry, which, he says, does not amount to much.

Millions in Baking Powder Industry

Establishments engaged primarily in the manufacture of baking powders and yeast reported a total output in 1923 valued at \$51,691,123, of which \$27,508,947 represented baking powders, \$20,796,987 yeast, and \$3,385,189 other products. The number of establishments reporting was 57. The total value of the output in 1921 was \$52,885,888.

PURE FOOD AND DRUG NOTES

(Continued from Page 382.)

solids, and not more than one half of 1 per cent of stabilizer, and weighs not less than four and three-quarters pounds, avoirdupois, per gallon.

Membership on the committee is limited to three representatives from the Department of Agriculture, Bureau of Chemistry; three representatives from the Association of Dairy, Food and Drug Officials, and three representatives of the Association of Agricultural Chemists.

Following the adoption of the standards by the conference, an opportunity will be given the industries affected to further state their views at public hearings.

Pennsylvania

Director James Foust reports that in the year 1923 the Pennsylvania Bureau of Foods and Chemistry collected 6,693 samples of food products and in 1,195 cases prosecutions followed. The cost of operating the Bureau in 1923 was \$83,133, while the receipts from fines and license fees amounted to \$432,521. Fines and registration fees collected by Dr. J. W. Kellogg, the chief chemist, amounted to \$103,810 during the year. The prosecutions included 18 instances where fruit syrups were colored with coal tar dye, 90 where cherries contained sulphur dioxide, and 113 where the non-alcoholic drink law was violated.

Work of New York City Food and Drug Bureau

Dr. Frank J. Monaghan, Health Commissioner, has issued an interesting report by Ole Salthe, director of the Bureau of Food and Drugs, covering the manifold and varied activities of this branch of New York City's Health Department. During 1923, 30,623 samples were analyzed, while in 1922 the figures show that 28,735 samples were analyzed, showing an increase of nearly 2,000 samples analyzed.

The per cent of adulteration in all foodstuffs submitted for these two years is as follows: 1922—28,735 samples analyzed, 3,754 adulterated, showing an adulteration of 13 per cent. 1923—30,623 samples analyzed, 2,718 adulterated, showing an adulteration of 8 per cent. These figures show that the general adulteration of all foodstuffs has been materially reduced in the year 1923.

The work of the laboratory during 1923 was continued along the lines of 1922 and in all cases the work shows material reductions in adulteration in all lines of food.

Louisville's Fifth Food Exposition

Louisville's Fifth Annual Food Exposition will be held in the Jefferson County Armory, October 22 to November 1 under the auspices of the Retail Grocers' Association, Manufacturers and Distributors. The secretary is Shirley E. Haas, 1229 Inter-Southern Building, Louisville, Ky.

Consumption of Cocoa

The United States is now importing and consuming 415,000,000 pounds of cocoa a year.

Spice Association Arbitration Upheld

The American Spice Trade Association has announced that an appeal taken by the Vulcan Foreign Commerce Corporation, of New York, against a recent decision of the Supreme Court, New York County, which declined to restrain an arbitration by the association, has been denied by Justice William P. Burr. In accordance with the previous decision of the court, the arbitrators rendered an award and the Vulcan concern sought to have this award set aside. Justice Burr denied this motion, stating in his decision: "The arbitration proceeded in an orderly manner and the award made was not procured by fraud, corruption or undue means. No facts are shown which would justify the court in setting aside such award."

Finds "The Perfumer" More Than Interesting

(Chas. Mongeon, Manufacturer of Toilet Preparations and Perfumes, Manchester, N. H.)

Please find enclosed remittance for a year's subscription to your more than interesting magazine.



Two announcements of unusual interest to the perfumery trade have just been made by Givaudan & Cie, of Geneva and Lyon, and Burton T. Bush, Inc., of New York. It means the amalgamation of two important interests in the trade and marks an episode of moment in the synthetic aromatic industry as affecting both continents.

The union of the two interests was made sure when during their last visit to New York Messrs. Leon and Xavier Givaudan acquired an important interest in the firm of Burton T. Bush, Inc. The object was to coordinate the products of the two firms in an intensive way which could only be done by ownership in plants on the two continents. The effect will be that the American consumers of Givaudan aromatic synthetics will be supplied from the Delawanna plant of the Bush corporation, but until everything is adjusted to the highest degree users of the Givaudan products will receive their specialties as before from Europe. Since the agreement was closed considerable effort has been made by both parties to it in the direction of co-ordinating the departments of the houses here and abroad to the point that an announcement of the amalgamation would mean much more than a new commercial undertaking.

The Delawanna works of the Burton T. Bush, Inc., will be, as for some little time, the center of the scientific activities of both factors to the agreement, and the products will be offered to the trade as Givaudan-Delawanna products. The production in the Delawanna plant will be controlled by the Research Department of the Givaudan works at Geneva, Switzerland. This will be made possible by the constant interchange of chemists whose problems will be studied and acted upon by the research chemists in both places.

A service laboratory will be established in New York City which will work in close connection with the Givaudan laboratory at Vernier. The New York laboratory will be utilized to work in conjunction with the European unit in studying new uses for the firm's products, as well as in assisting customers in any capacity within its scope and province.

The history of Givaudan & Cie is synchronous with the increase in the production of synthetic raw aromatic materials. Their establishments at Vernier-Geneva, Switzerland, and Lyon, France, rank among the first and most scientific in the world.

Burton T. Bush has been actively engaged in the essential oil and synthetic chemical business for many years. As president of Antoine Chiris Co., New York, he built and operated their Delawanna plant eleven years ago and subse-

quently purchased it, forming his own company March 1 of this year and continuing the operation of the works.

Mr. Bush has been an ardent advocate of a self-sustained American synthetic chemical industry believing from the first that the manufacture of these products in America would one day be assured, and that American consumers would eventually be independent of foreign sources of supply. Like many other Americans with an idea, he has never been disheartened by discouragements.

Perfumers, soapmakers and other users of synthetic aromatic chemicals will watch the progress of this amalgamation with considerable interest, for the manufacturing experience of the firm of Givaudan coupled with the selling experience of the American component of the organization, should mark a new step in the progress of the industry.

Givaudan & Cie's announcement says:

"Desirous of following the development of the perfumery and toilet products industry in the United States, we have decided to take a position as manufacturers there and offer to the American buyers the same advantages we offer to the European perfumers, which we were unable to do formerly as importers.

"We have acquired a substantial interest in the firm Burton T. Bush, Inc. which firm has a large factory at Delawanna, New Jersey, to which factory we shall bring our twenty-five years of experience as manufacturers.

"We regret that our new organization deprives us of the intimate collaboration which we have had for twelve years with the house George Lueders & Co., and we wish it known that we appreciate their loyalty shown us in the past.

"Beginning with October 1 our products will be delivered by Burton T. Bush, Inc., 45 John Street, New York City, under the seal of Givaudan-Delawanna. There will be no change in the quality, as they will continue to deliver the products made in our European works until Delawanna becomes thoroughly familiar with our processes and methods of control.

"We assure our customers and friends that we shall appreciate their continued confidence, and will take a decided interest in facilitating the development of an American enterprise, to which we ourselves will be greatly devoted."

Burton T. Bush, Inc., have also announced that they have decided to discontinue the manufacture of cumarin, due to concentration on other products, and will hereafter supply Dow cumarin to their customers, having taken over the cumarin selling agency of the Dow Chemical Co., Midland, Mich.



BURTON T. BUSH

Mr. and Mrs. George Lueders, who had been abroad all summer, returned recently from the Continent.

Mr. Lueders, who is head of the well known New York firm that bears his name, advises us that the connection that existed between his firm and L. Givaudan & Co., Geneva, Switzerland, will end on October 1 and that thereafter all synthetic aromatic chemicals sold by George Lueders & Co., will bear only the label of that firm and will be sold on their own responsibility.

In a recent interview Mr. Lueders stressed the fact that the annual business of his firm covered a great many industries and that the turnover in synthetic aromatic chemicals, while of very respectable proportions, was not of great consequence when compared with the total turnover. "No matter what the wishes of any synthetic manufacturer may be as to what goods he desires to sell in preference to others," said Mr. Lueders, "the agent is not always able to fulfil such wishes for reasons over which he has no control. These desires may at times not be in accord with the preferences of the customers, or the latter may not be particularly interested in what the producer most desires to supply, and naturally the law of demand and supply must prevail.

"We intend to continue our intensive study and close co-operation with the trade in order to continue to supply to them what they desire, and we shall select our synthetics from the domestic and foreign markets, buying our supplies where they will best meet our requirements and selling them under our own label."

Roger & Gallet, Inc., perfumers, this city, have leased the entire twelfth floor of the building at the southwest corner of Sixth avenue and Forty-first street, for general offices.

Majestic Metal Specialties, Inc., New York City, has installed a complete Bakelite finishing plant in its factory in West 14th street, New York. The new department is featured in the company's announcement which appears on advertising page 62.

Mathieson Alkali Works, New York City, has called all of its executives and salesmen to the main offices of the company for the annual reunion and convention scheduled for September 20 to 25.

P. Beiersdorf & Co., Inc., of New York, has been organized with Herman A. Metz as president to manufacture in the United States certain specialties made by P. Beiersdorf & Co., a German pharmaceutical and toilet preparations house, which formerly manufactured Pebecco tooth paste and other toilet preparations. During the war the formula and good-will built up through extensive advertising for Pebecco tooth paste was purchased by Lehn & Fink. As yet manufacturing has not been started by the new concern.

In our Patent report in this issue particulars are given of a new tube seal designed to replace the ordinary screw cap on collapsible tubes. It consists of an apertured cork in the neck of the tube provided with a tin plug. The patent which is illustrated on page 399 was granted to Henry S. Darlington, mechanical superintendent of A. H. Wirz Inc., Chester, Pa., and assigned to the corporation. It is 1,506,413 and described on page 401.

N. M. Stanley, director of the Stanley Manufacturing Co., Dayton, Ohio, has been abroad all summer, having visited England, Scotland, Germany, Belgium and France with Mrs. Stanley. While in England Mr. Stanley appointed a representative to look after the interests of the Stanley company's line of products in Great Britain. He also began negotiations for representation of the firm in France and Germany. Mr. and Mrs. Stanley made the voyage to Europe and return by the *Empress of Scotland*, of the Canadian-Pacific line, which docks in the port of Quebec.

George F. Stanley, president of the company, is back at his post after a short vacation.

In one of the company's advertisements a typographical error appears in the telephone number of S. Woodson Hundley, its New York representative. His correct number is Riverside 9830. His address is 202 West 92d street.

C. H. Bourguet, accompanied by Mme. Bourguet and their young son Rene, returned from a two months' visit to France on the *France* August 21. Writing from Grasse during his visit to his firm, Lautier Fils, Mr. Bourguet was moved by the poetic atmosphere of the Riviera and wrote us in part: "The jasmin, this famous jasmin commenced to bloom and as it opened to the beneficent rays of the sun, its price did nothing but increase in proportion. In the hills the broom gave its last effusions to the sea breeze, and the lavender, this small blue flower, covered the roughness of the soil and of the rock with a shade less blue than azure in the morning and turning towards the mauve in the evening."

Mr. and Mrs. Bourguet spent some time also at Royat in the hilly regions of Puy-de-Dome, and about ten days in Paris.

W. John Buedingen has been enjoying a vacation tour of Canada and the Thousand Islands with his wife and daughter. Mr. Buedingen is the manager of the New York office of the Ferdinand Buedingen Co., Inc., paper box makers, of Rochester, N. Y.

American Can Co., New York City, which reproduces an attractive talcum box in colors on the front cover, adds an interesting discussion to the subject of such containers in its announcement on advertising page 9.

Friends of John H. Duncan, sales and advertising manager of H. C. Cook Co., Ansonia, Conn., manufacturers of clips for collapsible tubes, will be glad to learn of his marriage to Miss Catherine Lott of Brooklyn, which took place at the home of the bride September 24. On their return from a honeymoon, Mr. and Mrs. Duncan will make their home in Ansonia.

Fire and the release of chlorine gas in the plant of Burton T. Bush, Inc., at Delawanna, N. J., on August 27, caused slight damage to one of the distillation rooms, but without interfering with the operation or production of the factory. Several employees who were manning a line of hose were gassed by chlorine fumes which were automatically released by the high temperature which affected some cylinders containing the gas. The employees were taken to a hospital where a couple of hours' treatment dissipated the ill effects of the fumes. The loss was less than \$300.

The new French liner *de Grasse* arrived in New York on her maiden voyage on September 5, having been delayed soon after her departure from Havre by a mishap to a ventilating fan in the oil-fuel fire room, necessitating a return to port. The *de Grasse* while at the French line pier in the Hudson River was visited by quite a number

of people who admired the new ship. One of the first to ascend the gangplank was George Felix De Grasse, who let it be known that the ship was named for his great-great-grandfather and who was proud of it. He is a vaudeville actor and hails from the theatrical branch of the family. He was entertained at luncheon and photographed with the skipper, Captain Jules Roberts, under a portrait of the admiral in the ship's lounge, as will be seen by the accompanying illustration. Also herewith will be observed a photograph of the new vessel as seen in New York harbor.

The return voyage began September 8, with a goodly complement of passengers. One of the voyagers was Armand Viau, of Montreal, who is making the trip as the recipient of a scholarship donated by the Province of Quebec out of profits made through the Government's sale of liquors, wines and beers.

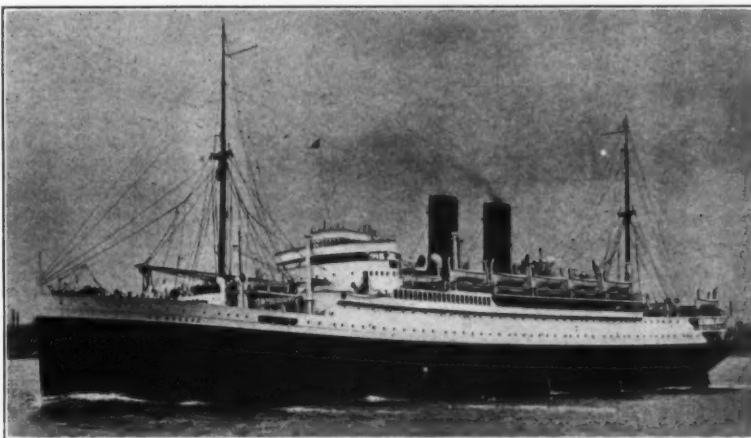
The *de Grasse* is due back here in time to sail again from New York on October 7 for Havre.

Our readers are familiar with the general details of the new liner, but many of them are not so well informed regarding the hero of the War of the Revolution for whom the ship is named and a brief account of whose career is now given. Francois Joseph Paul, Marquis de Grasse-Tilly, Comte de Grasse, was born at Bar (near Grasse) in 1722 and when only 12 took service in the fleet of the Knights of Malta, seeing action against the Turks in the galleys of that Order. In 1740 he entered the French Navy and became in turn Lieutenant, Captain (at the age of 40), Chief of Squadron, and finally in 1781 Admiral in com-

mand of the fleet. This fleet of more than twenty ships, included some of the finest war vessels of that period. Admiral de Grasse was in the West Indies when word was conveyed to him of the dire crisis which confronted the American revolutionists, whose cause his Government was aiding in every possible way. In May, 1781, it was known

in America that de Grasse and his fleet were on their way here and General Washington was conferring with General Rochambeau and Comte de Barras, French naval commander at Newport. The minutes of the conference were sent to de Grasse to select what he would consider to be the best plan of attack on the British. Rochambeau wrote to de

Grasse: "I will not deceive you, sir. These people are at the end of their resources * * * General Washington has but a handful of men * * * The army of Cornwallis is in the heart of Virginia * * * Bring with you from Santo Domingo the troops of the Marquis de Saint Simon." In August de Grasse with twenty-eight vessels anchored in the Chesapeake and found Cornwallis had fortified and garrisoned Yorktown. De Grasse landed his troops, who joined with Lafayette and then established a blockade of both York and James rivers. Washington and Rochambeau headed their troops for Yorktown and de Barras sailed his squadron from Newport to join de Grasse. On September 28 the allied forces took possession of the semicircle of Cornwallis's outer works, with Washington in supreme command, and the siege was on in earnest. One message from de Grasse to Rochambeau as the fighting proceeded read: "All the evening and night I have heard a considerable noise. Evidently you are turning your instruments to accord with those of Lord Cornwallis. Make him dance lively for me!" De Grasse was in a hurry to get back to the West Indies, being anxious to hunt a British fleet of which he had heard rumors, but was persuaded to stay until



NEW FRENCH LINER DE GRASSE STEAMING INTO NEW YORK HARBOR



ADMIRAL DE GRASSE, HIS KIN AND CAPT. ROBERTS

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Yorktown surrendered on October 19, in order to make assurance of victory doubly certain. Cornwallis yielded to the American allies 7,000 troops and 200 cannon while Admiral de Grasse took possession of twenty-two British ships and 1,000 sailors. Then he sailed away with his fleet in quest of more foes to conquer.

In the controversy over the operation of V. Vivaudou, Inc., New York, another letter was sent out on August 25 by E. Clarence Jones, one of the stockholders in the company. Mr. Jones asks stockholders to inquire at drug and department stores regarding their experiences with Vivaudou goods and the merchandising methods of the company, in order that criticisms or suggestions may be called to the attention of the management.

Referring to losses in the first six months of this year Mr. Jones says: "Exclusive of Mineralava, which from a gross profit for the first six months in 1923 of \$116,131, slumped to \$8,227 for the same period in 1924, the operating results after reserves for the six months ended June 30, 1924, resulted in a loss of \$29,593, against a profit for the same period in 1923 of \$463,821, a decrease of \$493,414. Loss for the month of May was \$20,631, and for the month of June, 1924, was \$30,304.

"Net sales for the first six months of 1924 decreased over one million dollars, declining from \$2,794,734 in 1923 to \$1,753,361, from which latter very considerable volume of business the management was unable to produce a profit, whereas the predecessor company on gross sales for the entire year of 1918 of only \$1,921,526, reported net earnings of \$323,917, and on gross sales for the entire year of 1919 of only \$2,618,648 reported net earnings of \$564,226."

A block of 31,953 shares of the capital stock of Scott's Preparations, Inc., manufacturers of Mineralava beauty clay, was sold at public auction in New York August 10 by Adrian H. Muller & Sons. The block was bid in for \$210, or less than 1 cent a share. The names of buyer and seller were not revealed. According to report the stock was offered by a local law firm for the account of the receiver for a bankrupt Canadian brokerage firm. The company paid a dividend of 50 cents a share as recently as last December.

Richard M. Krause, New York City, shows in a striking way the effectiveness of a beautiful label in his attractive insert between advertising pages 132 and 133 of this issue.

Fernando Tremari of Tremari Hermanos, vanilla bean curers and shippers of Papantla, Mexico, has been spending a few days in New York City visiting friends in the trade.

Elia Stoyanoff was one of the passengers on the return maiden trip of *De Grasse*, which sailed September 5. He will spend two months in Paris and Bulgaria and on his return will re-establish his headquarters at 235 West 14th street, New York, where he will handle otto of rose and other essential oil specialties.

Mr. and Mrs. C. Blair Leighton sailed on the *Laconia* September 6 for a two months' visit to England. Mr. Leighton is head of W. J. Bush & Co., Inc., New York, and in London will make his headquarters at W. J. Bush & Co., Ltd.

Francois Goby of Tombarel Freres, Grasse, France, son of Xavier Goby, head of the firm, accompanied by his brother Jean, arrived on the *Rotterdam*, September 12.

Francois Goby will call on the perfumery manufacturers in company with C. H. Alker, manager of the essential oil department of the Orbis Products Trading Co., New York, who are the American representatives for Tombarel Freres.

Jean Goby is a chemical engineer attached to the research staff of Tombarel Freres, and will remain here some time studying American manufacturing conditions.

The report of the agreement on wages between the Glass Bottle Blowers' Association and the manufacturers printed in a Trade Note on page 332 of our August issue, received through an ordinarily reliable news source, was correct as far as it went, but the correspondent omitted to mention an exception to the adoption of the wage scale for the year beginning September 1.

The exception was that no agreement was reached at the Atlantic City conference regarding the wages for making cork and stoppered toilet water bottles, or in other words, such bottles as are used by perfumers. This question was carried to a later conference, held in Baltimore August 25, 26 and 27., after our August issue had gone to press. The result of the adjourned conference on this class of bottles was that the glass blowers received an increase ranging 10 per cent, 20 per cent and up to 35 per cent above the wages of last year, the new scale taking effect on September 1. This increase covers shapes and styles of perfume and toilet water bottles, as well as the necessity for assorting and grading the various styles as to their quality.

The glass blowers were extremely firm in a demand at first that the bottle manufacturers should be compelled to pay day's work for making perfume and toilet water bottles. The manufacturers vigorously opposed the demand for the reason that this method of paying the workers would make it impossible to quote definite prices to customers on the bottles affected. A compromise was the outcome of the three days of conference, the blowers abandoning their demand, but obtaining the increases in the scale mentioned above.

Arthur Fortune, manager of the Chicago office of Morana Inc., New York, and president of the Acme Compact Puff Co. Inc., Chicago, manufacturers of powder puffs, is back at his desk after a brief vacation over Labor Day.

Henry Tetlow Co., makers of toilet preparations, Philadelphia, Pa., recently took out incorporation papers in Pennsylvania, with capital stock of \$200,000. The incorporators are Ida M. Tetlow, Henry Tetlow and J. C. Mallory, of Palmyra, N. J. The incorporation of this old established firm is merely a matter of business convenience and has no other significance of general interest.

Color pages and half pages in thirteen national magazines will be used to advertise Mystikum, a perfume, the trade is informed by the Scherk Importing Co., Inc., New York, North American agents for this product and other toilet articles made by Scherk, Berlin.

Battle Creek, Mich., has added a soap factory to its list of industries. The Waddell Rex Mineral Soap Co. will employ fifteen men. It will be convenient to its necessary supply of cartons and packing machinery, for both are manufactured in Battle Creek.

Morana Inc., New York City in its inserts between advertising pages 16 and 17, discusses in an interesting way the development of the House of Antoine Chiris, for whom it is sole sales agent for United States and Canada. The company also calls attention to the perfumer's glassware and other products which it handles.

Pierre Wertheimer, head of E. Wertheimer et Cie, Paris, and owner of A. Bourjois et Cie, the American branch of which is A. Bourjois & Co., New York, has been enjoying life in the high spots of society and turfdom in the metropolis during the last few weeks.

Mr. Wertheimer's \$300,000 chestnut racer, Epinard, contributed much to the interest in the French perfumer's visit, but one feature was out of the ordinary run, the meeting of the Prince of Wales, who attended the Belmont Park race, and the owner of famous equine. Prince and perfumer were by no means strangers for they had previously met in the World War's strenuous days, on one occasion when Wertheimer was automobile aide for Marshal Foch and Wales as a passenger helped him repair a tire blowout on Foch's car.



PIERRE WERTHEIMER

Another feature was an elaborate dinner and dance in honor of Mr. Wertheimer given on September 5 by Mr. and Mrs. Richard T. Wilson, of New York's "400," at the Lido Venice.

Epinard, a proud and intelligent steed, ran only second in the first of his series of three international events here, but won the admiration of spectators for his splendid exhibition of championship qualities. Epinard's next appearance will

be at Aqueduct on September 27 in a mile test for superiority with some of the fastest fliers on the American turf.

"The foes of beauty have not yet learned that Epinard, despite his handsome face," said a perfumer, "does not use either perfumes, or cosmetics. But Epinard is only four years old and does not now need artificial aids from his master's laboratories. Wait a few years!" This perfumer won a bunch of bills by backing the French champion for a place, being divided in first place choice between American loyalty and admiration for the fast bearer of the colors of the perfumery industry. Some New York perfumers backed the perfumery horse to win through sentiment.

Rosville Co., Lawrenceburg, Ind., in its insert between advertising pages 64 and 65, again emphasizes with appropriate pictures the progressiveness which so fittingly expresses "The Spirit of the Nation."

Paul Westphal and Joseph A. N. Thomas have announced that their partnership under the firm name of Paul Westphal Co., engaged in the business of manufacturing "World's Best" toilet preparations, at 507 10th avenue, New York City, has been dissolved by mutual consent, and that the business in future will be carried on by Paul Westphal alone. In our New Incorporations department mention is made of the formation of Westphal's World's Best Corp.

John Baalman, formerly with P. Beiersdorf & Co., the large German toilet preparations house, arrived on the *Columbus* August 24 from a six weeks' tour of England, Italy, Austria, France and Germany, which included a visit to the convention of the Associated Advertising Clubs of the World at Wembley.

Mr. Baalman plans to engage in the manufacture of toilet preparations on his own account and expects to have his son, Marcel, who is now a student at the University of California, associated with him in the new enterprise.

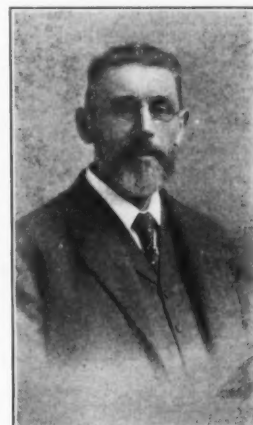
Scientific Specialties Co., Inc., New York City, announces that it has received shipments of some novel designs in perfumers' glassware such as figures of animals, etc., which it is featuring in its announcement on advertising page 54.

August O. L. Giese, founder of August Giese & Son, one of the oldest essential oil houses of New York City, died September 17 at his home in Oradell, N. J., at the age of 81 years. Almost up to the time of his death Mr. Giese was active in the business which he established in 1872.

Mr. Giese was born in Germany and at the age of 22 years came to the United States. He held various positions until 1872 when he launched a brokerage business at 18 Cedar street, New York City, acting as sales agent for Heinrich Haensel, of Pirm, a German terpeneless essential oil house, and Herman A. Holstein, Constantinople, a gum and otto of rose house. The business thrived and new accounts were added from time to time; and in 1894, filtering apparatus and filtering material were added, a department in which the company specializes. Mr. Giese conducted the company under his own name until 1899 when his son, Otto E. Giese, became associated in the business. The name was changed to August Giese & Son, under which name it has since been known.

As head of one of the oldest essential oil houses in the United States, Mr. Giese was well known and beloved throughout the trade. He is survived by two sons, Otto E. and Alfred Giese; and the business will be continued by the former.

Funeral services will be held in St. Johns Church, Brooklyn, September 20, at 2 o'clock and interment will be in the family plot in Greenwood cemetery.



THE LATE A. O. L. GIESE

Advices from Tullahoma, Tenn., say that J. E. Brantley, John W. Harton and W. G. Batey have closed a deal for the purchase of the Charles R. Reif Co., of Chattanooga, manufacturing the Reif line of toilet articles, and the National Mfg. Co., of Chattanooga, makers of the Princess line of toilet goods. The plants will be consolidated and moved to Tullahoma and the new plant will be known as the National Mfg. Co., of Tullahoma, for which a charter has been issued by the secretary of state with capital stock of \$25,000.

Northam Warren, of the Northam Warren Corp., New York, sailed on the *Olympic* September 13 for England and will be gone about three months, giving special attention to the company's important business developments in England and on the Continent.

H. Wessels, manager of Polaks Frutal Works, Inc., New York, returned on the *Sierra Pantana* September 10 from a two months' visit to Holland.

Dr. and Mrs. E. G. Thomssen, of Winona, Minn., are in New York on a vacation trip. Dr. Thomssen is well known to our readers through conducting our SOAP SECTION. He is chief chemist for the J. R. Watkins Co., of Winona.

Frank M. Bauer of Pfaltz & Bauer, Inc., New York, returned from a three months' trip to the Continent on the *Aquitania* August 22. The firm represents A. Maschmeyer, Jr., Amsterdam, Holland; E. de Haën A. G., Hannover; Lienau & Co., Uerdingen; E. Sachsse & Co., Leipzig; Dr. F. Raschig, Ludwigshafen; and Woll Waescherei & Kaemmerci, Hannover, Germany.

B. Kronish of B. Kronish & Bro., New York, proprietors of the Bee-Dee-Kay Laboratories, reports that with the vacation season over business seems to have taken on a new spurt. He adds that the firm has booked orders on the road and at the show rooms on several new exclusive ideas that the firm has offered in vanities.

The size and equipment of the laboratory have recently been added to, thus providing for increased production to take care of the growing demand for staple products and novelties.

Alderman-Fairchild Co., Rochester, N. Y., emphasizes the importance of a beautiful container in its four-page insert in colors, between advertising pages 84 and 85.

The Weimann Bros. Mfg. Co., Derby, Conn., recently celebrated its seventh birthday, the company having been organized as a co-partnership in 1917. The business of the company grew, and in 1918 it was incorporated and since that time has made steady progress. It occupies its own plant overlooking the picturesque Hoosatic River, and all manufacturing is done by natural light.

Like a few other well known companies this concern is owned and operated by members of one family. The officers are: F. A. Weimann, president; Robert P. Weimann, treasurer; Alfred F. Weimann, secretary; and William Weimann, office manager. The operation of the company is in charge of the foregoing, all of whom are brothers. Ferdinand W. Weimann, the father, is interested in the control of the company.

The Weimann Bros. Mfg. Co., has been very successful in the development of the automatic machines for filling, closing clipping and dating collapsible tubes. In the short period of its acquaintance with the manufacturing trade, its machines, and the reputation of the Weimann brothers as able mechanics, have become widely known.

Charles Matthias, of the Matthias & Freeman Paper Co., fancy box cover paper, 117 North 7th street, Philadelphia, recently enjoyed a fishing trip to Ocean City, N. J.

Walter Matthias, of the same company, spent an interesting August vacation also at Ocean City.

Considerable stir was caused in trade circles this month by the bankruptcy of the Doone Cosmetic Co., conducted by Herman Horowitz, also known as Joseph Doone, 624 Tinton avenue, Bronx, New York City. David Haar, receiver, told a meeting of the creditors held September 8 at the offices of the New York Credit Men's Association that the liabilities were \$20,000, with assets of only \$300, the premises disclosing on search not much more than some hot water bags and empty whisky bottles. No trace was found of thousands of dollars' worth of essential oils and chemicals purchased recently by the bankrupt. Another phase was that Horowitz claimed a residence in Mount Vernon and the application for bankruptcy had been so filed as to make it necessary for New York creditors to go there to present and prosecute their claims. Various features of the bankruptcy caused the creditors to form a committee, with Walter Mueller, of Morana Incorporated, 118 East 27th street, as chairman, the other members being O. A. Brown, 246 Pearl street; George V. Gross, 30 Old Slip; John A. Bolles, counsel of the U. S. Industrial Chemical Co., 522 Fifth avenue; Oscar Koelbrunner, of Eugene Suter & Co., 160 Broadway.

John T. McGovern, 2 Rector street, counsel for Morana Incorporated, has been instructed by that firm to advise without charge Doone creditors who have not yet retained counsel. As a result of the efforts of the creditors the plan for holding hearings in Mount Vernon fell through and Henry K. Davis, New York City, was appointed referee.

One creditor stated that certain goods he had sold to the bankrupt were being offered by an alleged essential oil house in his original packages and at a considerable reduction in price. Several other creditors had similar experiences.

Mr. Mueller, in a circular to the trade says: "This would seem to be additional evidence of the fraudulent nature of the bankruptcy and additional reason for subjecting the bankrupt, as well as those associated with him directly or indirectly, to a thorough examination.

"If the failure is fraudulent, and everything points to that being the case, the creditors owe it to themselves as well as to all other honest business men to place those responsible for the failure where they belong: behind the bars." It was the consensus at the creditors' meeting that steps should be taken to thoroughly uncover and prosecute any fraud, not only in the interest of justice but as a warning to dishonest persons that they cannot trifle with the essential oil and chemical industries by forming fake fly-by-night firms.

Leo L. Feigus, perfumer and dealer in toilet articles, 555 East 169th street, Bronx, New York City, has made an assignment to Harry Hollander, of 1133 Broadway.

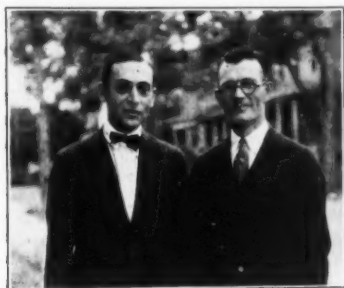
We are advised by Fox & Clarke Co., Inc., 116 West 32nd street, New York, that they are no longer the exclusive agents for Pierre Dumez & Co., Vallauris, A. M., France, the relations of the two firms having terminated. As announced in their advertisement in this issue Fox & Clarke will hereafter represent P. Robertet & Co., Grasse, France.

A piece of ambergris, weighing fifty-three pounds, has been landed at the Bunevaneadder whaling station on the island of Harris, in the Hebrides, says a message from Stornoway. It was sent to London and there sold for \$40,000. Last November it was reported from Durban, South Africa, that an ambergris weighing 1,000 pounds had been found, valued at nearly \$1,000,000.

In the advertisement of the Imperial Metal Mfg. Corp., Long Island City, on page 72 of this issue, attention is invited to the "leak proof" sprinklers which the company originated a number of years ago. This trade name for plug sprinklers was introduced by the Imperial Metal Mfg. Corp., and is identified with their product.

The plant of the Gorgas-Pierie Mfg. Co., makers of coconut oil, Philadelphia, was partly burned by flames of unknown origin, August 9. Loss estimated at \$1,000,000.

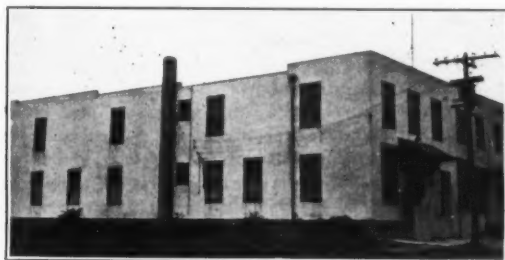
On a recent visit to the plant of French Cosmetic Mfg. Co., Inc., 85 Crescent avenue, New Rochelle, N. Y., the editor "snapped" a photograph of E. Salomon who last fall



E. SALOMON AND B. S. IVY

bought out all the old interests in the company, and B. S. Ivy, recently appointed sales manager of the company. Mr. Salomon is an experienced and successful business man who turned to this industry on account of the great promise it holds for continued development and his study and experience during the last year have confirmed his original impression.

Mr. Ivy is an experienced salesman who is already making



PLANT OF FRENCH COSMETIC CO., INC., NEW ROCHELLE

good progress with the company's line of compacts, lipsticks, and similar specialties.

Under the new ownership and management the company's already substantial turnover has been considerably increased, we are told, and Mr. Salomon looks forward to many years of increasing usefulness to the trade in the enterprise.

The first of a new series of inserts of the company appears in this issue between advertising pages 92 and 93. On the obverse side a painting of a beautiful woman is reproduced in colors, and on the reverse side attention is called to the services of the company.

J. P. McGovern, of Washington, attorney for the United States Industrial Alcohol Co., was a recent New York visitor, having come to confer with the officers of the company regarding the situation created with reference to industrial alcohol by proposed regulations of the Prohibition Unit and the action taken regarding the same by the Alcohol Trades Advisory Committee.

The F. N. Burt Co., Ltd., Buffalo, N. Y., made a splendid showing in the 1924 drive for the Joint Charity and Community Fund recently held in that city. The employees in the various factories contributed \$700, as against \$485 in the 1923 drive. The Burt Co. total for this year was increased to \$1,629.20 by company and individual subscriptions.

Willoughby M. McCormick, president of McCormick & Co., Inc., Baltimore, with Mrs. McCormick, sailed from New York on the *Cleveland* on August 16. They expect to stay abroad for six months, spending considerable of the time in London, Paris and Scotland.

Lye-less Soap Corp., of Manhattan Borough, New York City, has changed its name to the Deevaco Corp.

The practical and well rounded course of lectures and laboratory work on the composition and manufacture of perfumes, toilet preparations, cosmetics and to a limited extent, semi-medical preparations, conducted since 1920 by Prof. Curt P. Wimmer at the College of Pharmacy, Columbia University, will again be repeated this year.

The sessions as in the past will be held on Tuesday evenings for a period of thirty weeks, divided into two semesters. Following the procedure which has proved so successful in the past the lecture will begin at 8 o'clock and after 9 o'clock the College of Pharmacy, practical laboratory work. The course will begin September 23.



PROF. C. P. WIMMER

Dr. Wimmer has not only had practical experience in association with some of the large perfumers but he has been a close student of the subject of cosmetics and toilet preparations and accordingly brings to his task a wealth of information which has proved to be particularly valuable to salesmen, dealers and manufacturers. In this connection it is interesting to note that several of his students are now successfully engaged in business for themselves in the manufacture of perfumes and toilet preparations; and that quite a number of others hold responsible positions with leading concerns in the industry.

Anyone interested in taking the course should communicate with the registrar of the College of Pharmacy, 115 West 68th street, New York City, or directly with Dr. Wimmer. The announcement of the course is on advertising page 134.

Caroco Laboratories, Inc., manufacturers of coconut oil shampoo and almond cream, has moved its sales and executive offices from Union, S. C., to Washington, D. C., where it has acquired offices in the Munsey Building. The manufacturing plants will be continued at Union and at Cleveland, Ohio. The officers are: President, J. W. Buchanan; vice-president and sales manager, G. A. Godfrey; secretary and treasurer, E. C. Lindfors. Sales offices have been maintained in New York and other large cities for more than a year and a national magazine advertising campaign is in progress.

For year ended June 30, 1924, the Procter & Gamble Co., of Cincinnati, reported gross business of \$121,372,682, compared with \$109,776,389 in the previous year; and net income of \$8,629,447 after depreciation, taxes, etc., against \$8,552,825 in the year ended June 30, 1923. Statement for the year ended June 30, 1924, compares as follows:

	1924	1923	1922
Gross	\$121,372,682	109,776,389	105,655,386
Net aft dep			
and taxes ..	8,629,447	8,552,825	7,340,327
Surplus	26,553,359	24,155,969	21,645,485

William C. Procter, president said in his annual report: "The fiscal year ended June 30 marked further approach to normal. After a prolonged period of disturbed conditions, our officers feel outlook for coming year is good."

The balance sheet showed total assets of \$81,454,252, of which fixed assets were \$40,669,128, including \$2,883,055 good will, patents and licenses and \$37,786,073 property account. Current assets totaled \$40,292,980, of which \$19,702,302 were merchandise and materials. Deferred charges were \$492,144. Total capital liabilities were \$35,263,457, common stock \$23,082,357 and preferred stocks \$12,181,100. Current liabilities, all accounts payable, totaled \$981,195; reserves amounted to \$18,656,240, and profit and loss surplus was \$26,553,360.

More than \$200,000 in profit-sharing dividends were paid to employees of the Procter & Gamble Co. at the 74th semi-annual profit-sharing dividend day celebration held August 16 in Cincinnati, Kansas City, New York, Dallas, and Hamilton, Canada, where Procter & Gamble operate plants. This is the first distribution of profit sharing dividends since the inauguration of the new guaranteed employment plan.

The profit sharing plan has been in effect since 1886. There are 3,186 employees in plants and offices throughout the United States and Canada who are members of the profit sharing plan. These employees either own outright or have subscribed for 41,214 shares of the company's common stock. The market value of these shares is more than \$5,000,000.

One year ago the company inaugurated the guaranteed year-round employment plan, a new development in industrial relations. A recent survey indicated that the plan has been highly successful, and it will be continued indefinitely.

The Cincinnati celebration was in charge of John Schroth, superintendent of the Ivorydale plant, who, with the help of various committees arranged a complete program of athletic events and other entertainment. The feature event was a baseball game between the plant foremen and their men. The Refreshment Committee provided 20 barrels of lemonade, which was served free to every one. Over \$1,000 in merchandise was distributed as prizes to winners of the athletic contests. A nursery, where certified milk was served free, was placed at the disposal of mothers of small children.

Clifford Wimmer, assistant foreman in the oil refinery at the Ivorydale plant of the Procter & Gamble Co., Cincinnati, is the new representative of employees on the Board of Directors of the company. He was elected September 10 for a one-year term. He had the highest number of votes in a field of five candidates, all employees of the company. Wimmer is 31 years old and has been in the employ of Procter & Gamble since 1912, having started as a laborer. He served in the World War from July, 1917, to January, 1919, and immediately upon being discharged returned to his old job.

More than one thousand officers, salesmen and employees of Lever Brothers Co., soap manufacturers, attended the outing, September 6, at McPeake's shore gardens, Nantasket. The management had the others as guests, and provided the steamboat *Old Colony* for a sail from Boston to Nantasket. Arrived at the destination, the band led the party to a selected spot for a group photograph. After the track and field sports for both men and women were over and prizes were awarded, the picknickers adjourned to the restaurant for dinner. Subsequently other sporting events were run off and more prizes were awarded.

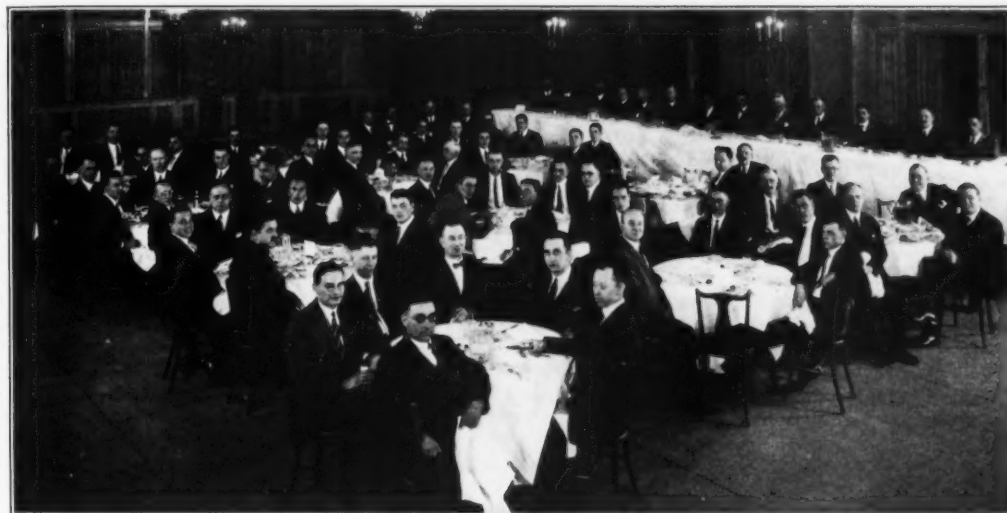
The winners of national mother and children beauty contest which has attracted widespread attention, recently came to New York to have their portraits painted by well known artists. Prizes to the amount of \$10,000 in cash were offered by Lever Bros. Co., makers of Lifebuoy soap, for the most beautiful photographs of mothers and children. In addition winners of first, second and third prizes were to be invited to New York to have their portraits painted by famous artists, these portraits to become the property of the prize winners.

The judges, Mrs. Oliver Harriman, U. S. Senator Royal S. Copeland and Howard Chandler Christy, the artist, selected nine national prizes and forty-eight state prizes. The judges agreed that beauty and health are the same and that the ideal mother must of necessity be both beautiful and healthy. The first prize of \$2,500 was awarded to Mrs. A. C. Gandy of Richmond, Indiana, a typical American mother, born in Lexington, Kentucky. The second prize of \$1,000 went to a daughter of the aristocracy of Virginia, Mrs. Virginia Lee Boyer, known to screenland as Virginia Lee. Third prize of \$500 was awarded to Mrs. Harry B. Sparling, who has lived all her life in St. Louis.

The Perfumers' & Jewelers' Box Co., Inc., which moved recently to ample new quarters at 307-9-11 Sixth avenue, corner of 19th street, New York, was established in 1914 in small quarters on Barrow street. Under the management of E. A. Sondhelm the business has developed rapidly and the company has over ten thousand square feet of space on one well-lighted floor in the new location. The new factory is indeed a sanitary one and furnishes ideal working conditions for every department. It is one of the best of its kind in the metropolitan district. The company specializes in hand-made boxes, several of which are illustrated in their advertisement on page 119.

William H. Gesell, works manager, and Dr. Moritz Dittmar, head of the laboratories of Lehn & Fink, Inc., New York City and Bloomfield, N. J., have just returned from the annual meeting of the American Pharmaceutical Association at Buffalo. Mr. Gesell attended the executive sessions of the society, while Dr. Dittmar who is a pharmacognosist, having taken his doctor's degree under Dr. Tschirsch at the University of Berne in Switzerland, attended the Pre-Convention Seminar on Plant Science and was particularly interested in those sessions which dealt with the botanical side of pharmacy.

Pease Sundry Co., headed by A. V. Pease, who has had considerable experience in the sundries jobbing line, is a new concern with temporary offices at 406 Equitable Building, Los Angeles, Cal. It will specialize in merchandise salable to Pacific Coast drug and dry goods buyers.



SALES CONVENTION BANQUET, MONSANTO CHEMICAL WORKS, CHASE HOTEL, ST. LOUIS, SEPT. 6, 1924.

The sales organization of Monsanto Chemical Works was assembled in St. Louis for their convention on September 4, 5 and 6. Aside from the representatives of the St. Louis, New York and Chicago offices, others present were: G. H. Martin, of Martin, Hoyt & Milne, San Francisco; H. L. Baron, El Paso, Texas; H. N. Lyon, of C. B. Lyon & Brother, St. Paul; R. J. McCormick, of Wm. Gillespie & Son, Philadelphia; G. M. Saunders, of Saunders & Co., Montreal; A. D. Daysh, of Graesser-Monsanto Chemical Works, London, England

Business sessions were held at the Chase Hotel and were supplemented by inspection trips through the Monsanto plants both in St. Louis and East St. Louis. A banquet at the Chase, attended by a number of the friends of the Monsanto organization, was the concluding event.

At the opening session, John F. Queeny, chairman of the board, made the address of welcome. He related many instances of the early history of the company and voiced his appreciation of the constancy of the capable assistance which he has had in the building of the present organization.

Gaston DuBois, technical director, spoke reminiscently of the early history of Monsanto, then on the American chemical industry and its development and Monsanto's place therein. A unique comparison was drawn between the report of Professor Otto Witte, made to the Royal Prussian Minister of State, following Witte's visit to the World's Fair in Chicago, 1893, and in which it was predicted that the United States could never attain great success in chemical manufacture. Professor Witte pointed out, for example, the part played by sulphuric acid in chemical manufacturing, and the fact that America, without a native supply of sulphur, would be at a great disadvantage. This, of course, was before the American chemical engineer, Frasch, had perfected his process for mining sulphur by means of superheated water from the tremendous deposits in Louisiana and Texas. After presenting parts of Witte's report, Mr. DuBois made deductions based on his own observations of present conditions, which led to a very different conclusion than that reached by Witte. America has not only developed a well organized chemical industry, but promises to maintain this position in years to come.

Recent progress in perfection of products, including the raising of quality standards, and an outline of Monsanto's development program, were detailed by L. A. Watt, technical advisor of the Monsanto Sales Department. On many products tests were made showing the excellence of those of Monsanto manufacture.

Aspir-Gran (Acetyl Salicylic Acid Granular), the new crystalline form of aspirin, which is meeting with the general approval of tablet manufacturers, was described in detail and a demonstration of the ease with which superior tablets may be made with this product, was arranged at the plant of Meyer Brothers Drug Co.

Dr. L. F. Nickell, general manager of the Monsanto Works at East St. Louis, Ill., spoke briefly of the manufacturing of heavy chemicals.

An account of business methods in England and the Continent, including a resume of prevailing conditions, was given by A. D. Daysh, of the associate company, Graesser-Monsanto Chemical Works, of Ruabon, North Wales. Continental competition is keen, particularly in view of the promptness with which shipments are received, but the quality of pharmaceuticals received from the Continent often places such goods at a disadvantage.

The business sessions and inspection trips were supplemented by an evening at the home of Mr. and Mrs. Edgar M. Queeny, an afternoon at St. Louis's playground, the Meramec River district, and a theater party.

The entire convention was under the supervision of the vice-president in charge of sales, Edgar M. Queeny.

Kranich & Specification Soap Co., Inc., Brooklyn, N. Y., is now under the complete control of Herbert and Arthur Kranich, who have purchased the interest of Carl K. Crosby in the concern. The company has been reorganized with Herbert Kranich as president and general manager, and Arthur Kranich as secretary and treasurer. Both are devoting all of their time to the affairs of the company.

Attention is called to the attractive insert of The Tin Decorating Co., Baltimore, Md., which appears between advertising pages 56 and 57 of this issue.

The metropolitan district is to lose the "Gold Dust Twins." Mayor Jackson, of Baltimore, announces that the Gold Dust Corp., which manufactures the soap powder of that name, has decided to move its eastern branch to a new plant on a 12-acre tract in Fifth avenue, Canton, to consist of two units, each costing about \$1,000,000. Work on the first unit is to be begun immediately and the construction of the second unit will be started before the first one is completed. Both units are expected to provide work for about 500 persons. The Gold Dust Corp. will move its eastern branch from a plant which it has been occupying at Guttenberg, N. J., prior to and after the affiliation of the Gold Dust branch of the Fairbanks interests with the American Cotton Oil Co., until the two businesses separated last January, when the Guttenberg plant was sold to the Lever Bros. Co., of Cambridge, Mass. This sale made it necessary for the Gold Dust Corp. to acquire a new site and some time ago it was understood that it would build a plant at Edgewater, N. J. The Baltimore announcement indicates a change in plans.

Florence Manufacturing Co., of Florence, Mass., toothbrush makers, has changed its name to the Prophy-lac-tic Brush Co. The company has been in business since 1866. The change in name will in no way affect the management, which has been in control for twenty-five years, nor will it result in any change in the company's policy. An offer is made to the public of \$1,000,000 of 6 per cent cumulative sinking fund preferred stock of the new company. The capitalization consists of \$1,300,000 6 per cent preferred and 100,000 shares of no par common, all outstanding. The company several years ago established a bristle assembly plant at Shanghai, China, where bristles are assembled, cleansed, packed and shipped to the Florence plant.

Cards announcing the wedding in Palermo, Italy, of Ferdinando Pedone and Agatina Caputo have been received in this city. Mr. Pedone is of the essential oil house of Ferd. Pedone, Lauriel & Figlio, of Palermo.

Reuben B. Houk has joined the sales force of Fox & Clarke Co., Inc., essential oils and aromatic chemicals, 116 West 32nd street, New York City. During the past fifteen years Mr. Houk has had a varied experience as perfumery chemist, having been in the analytical laboratories of Ungerer fume and cosmetic laboratories of the United Drug Co., & Co., and Antoine Chiris Co., New York, and in the perfume, and Abner Royce Co., Cleveland.

Whiting-Patterson Co., Inc., New York City, reproduces between advertising pages 116 and 117 one of the samples of the distinctive papers which it offers to perfumers.

Charles L. Hamilton, president of the Potter Drug & Chemical Corp., Malden, Mass., was injured slightly in a recent automobile accident on the Revere Beach Parkway.

C. T. Perry & Co.'s soap factory and stearic acid plant, Helena, Mont., was struck by lightning and burned August 17, with a loss of \$100,000, half insured. David Perry, general manager, was in doubt about rebuilding.

Newell Neidlinger, son of George H. Neidlinger, president of the Peerless Tube Co., Bloomfield, N. J. returned September 3 for an extended tour of Europe following his graduation from Yale University last June. His itinerary included the North Cape, three weeks at Iceland and along the Norway coast, then to London and the lake district of England, followed by a three weeks' automobile trip through Normandy, Brittany, Southern France and Switzerland. In Norway while he and Buss Stout, the Princeton athlete, were climbing one of the mountains they were attacked by two eagles and had to fight them off with snowballs. On his return Mr. Neidlinger entered the coal business with the A. H. Powell Co., of New Haven, of which Tad Jones, a noted Yale gridiron coach, is treasurer. If Mr. Neidlinger sells coal to the manufacturers of New England with the same enthusiasm that he played football his success is assured.

Charles V. Sparhawk, head of the Charles V. Sparhawk Corporation, New York, has been enjoying a vacation amid the attractions at Nantucket, Mass.

A. Srebnren, who has charge of the Chicago office of the Charles V. Sparhawk Corp., is back on the works after his marriage on June 5, 1924. The ceremony was performed by the Rev. Dr. Duncan Brown, rector of St. James's Church, Chicago, and the bride was Miss Helen Bronsveld, of Cornwall-on-the-Hudson, N. Y. The happy couple are at home at 7669 Sheridan Road.

Mr. Srebnren has won a great many friends in the trade and all will unite in extending congratulations.

At a recent meeting of the board of directors of Charles V. Sparhawk Corp., John W. Reeser was elected assistant treasurer. Mr. Reeser is well known to the trade, having been in charge of the manufacturing department of the Arthur Chemical Co., New Haven, and having been associated for some years with the Sparhawk organization, in charge of the perfume department. He is well acquainted with the specialties the firm has been putting on the market, and is a very valuable adjunct to its growing business.

Among the numerous New York firms which closed all of Saturday, August 30, to make the Labor Day celebration a three days' respite from business were the following: Fritzsche Brothers, Inc.; Magnus Mabey & Reynard, Inc.; Arthur G. Cailler; Shipkoff & Co., Inc.; W. J. Bush & Co., Inc.; P. D. Dreyer, Lautier Fils, Arthur Stallman & Co.; P. E. Anderson & Co., Inc.; Peek & Velsor, Inc.; George Lueders & Co.; Stanley Jordan & Co., Inc.; Van Dyk & Co.; R. Hillier's Sons Co., Inc.; Dodge & Olcott Co., J. Manheimer, Arthur A. Stillwell & Co., C. G. Euler, James B. Horner, Inc.; Heine & Co., Delphi Products, Inc.; Wangler-Budd Co., Inc.; Burton T. Bush, Inc.; Hymes Bros. Co., Roure-Bertrand Fils, Inc.; Ungerer & Co., Inc.; H. R. Lathrop & Co., Inc.; Thurston & Braidich; Fox & Clarke; Felton Chemical Co.; O. A. Brown, Inc.

Robert G. Fries, treasurer of Fries & Fries Co., Cincinnati, was a recent caller at the firm's New York office at 242 Pearl street. Mr. Fries and his family were on their way from Magnolia Beach, Mass., to Cape May.

Fire on August 24 damaged H. Kohnstamm & Co.'s New York warehouse, but the flames were confined to the street floor and basement. Business routine was quickly resumed.

The largest clock in the world, made for the plant of Colgate & Co. in Jersey City, is being installed. This monster timepiece is 50 feet across the dial, its minute hand is 37 feet 3 inches long and the hour hand is 27 feet 6 inches. The total weight of the minute hand including counterbalance is 2,200 pounds. The weight of the hour hand is 1,725 pounds. The entire weight of movement and hands is about four tons.

The dial is plainly visible for miles out in New York Harbor. It forms a part of a great advertising sign and takes the place of a smaller clock, having a 37½-foot minute circle, which will be superseded on the roof of one of the Colgate buildings. The old clock, until now the largest in the world, is still serviceable and will be shipped to another plant of the company at Jeffersonville, Indiana. The dial is a huge regular octagon with frame work of structural steel and the face is made up of steel slats about four inches wide and spaced two inches apart. Every slat has been treated with white enamel so that the whole dial looks like a solid sheet of white. Large coffin-shaped pieces, painted black, form the five-minute marks and are the only figures that appear on the dial. These marks are illuminated with electric lights at night.

The tip of the minute hand in an hour's time travels 157 feet; in a minute it advances 31 inches. This distance is



MINUTE HAND OF NEW COLGATE CLOCK; 35 PERSONS BACK OF THE MAMMOTH MECHANISM.

about 500 times the distance between two minute marks on an ordinary watch. The weight of the clock, four tons, is about 64,000 times as heavy as the ordinary lady's wrist watch. A flat car was required to ship the hands from the factory to the site of the dial as they would not fit in a box car.

The only clock in all history which even approached the size of the new Colgate clock is the ancient timepiece of Mechlin, Belgium, built by the monks in the Middle Ages, which had but one hand. This clock had a dial of 40 feet diameter. It was in the center of the German invasion of Belgium and was partly destroyed during the war. The clock has long been inactive so that at the present time the new Colgate clock is indisputably the largest in the world.

The clock works, themselves, consist of two movements, the master timekeeper and the dial works movement. The timepiece is the standard gravity escapement tower clock and has a one and one-half second beat compensated pendulum, and a three second circuit closer for operation of the dial works movement. The weight to drive the enormous hands, ridiculous as it may seem, is but 250 pounds and a one-fourth horsepower motor winds the weights.

Walter T. Hathaway, of Colgate & Co., with Mrs. Hathaway, returned September 9 on the *Olympic* from a visit abroad. Both had an enjoyable trip, although the voyage home was delayed somewhat by rough weather.

NEW PRICE LISTS, PUBLICATIONS, ETC.

A. L. VAN AMERINGEN, 15 Irving place, New York, has sent out a neat little invitation card suggesting that the recipients take advantage of the "idea season" by sending to him for the solution of their problems.

ECONOMIC MACHINERY Co., 10 Grafton street, Worcester, Mass., has circulated through the trade a folder setting forth the merits of the World Labeler.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for September.

B. KRONISH & Bro., 35 East 10th street, New York, have sent out a return post card on special value vanities.

PFAUDLER Co., makers of glass lined steel equipment, Rochester, N. Y., have launched the *Glass Lining* on the sea of periodical trade literature and it makes its bow to our readers in the accompanying illustration. The initial number is devoted largely to the forthcoming dairy convention at Milwaukee, but contains other news and infor-



"GLASS LINING" INTRODUCED TO THE PUBLIC

mation of interest to other industries in which glass lined equipment is used, as will be seen by the following table of contents: "Engineering Service a la Carte," "Handling Double the Milk with Less Men," "There Is Nothing in the Survey to Indicate Appreciable Reductions in Building Costs in the Near Future," "Remarkable Endurance Test in Truck Tank Wreck," "Trip Through the Jell-O Plant at Le Roy, New York," "Spend a Week in Dairyland," "Milk Hauling As a Profession," "Reflections from the *Glass Lining*," "Plant to Handle 150,000 Pounds of Milk Daily." The cover shows the installation of the American Butter Co., Kansas City, Mo., makers of the A. B. C. brand of butter. Another illustration presents the smiling countenance of Edward G. Miner, president and one of the founders of the company. The journal is printed in a typographical style which is very attractive and both contents and appearance reflect great credit on the editor, George F. Kroha, the advertising manager of the Pfaudler Co.

MAGNUS, MABEE & REYNARD, INC., 257 Pearl street, New York City, has issued its wholesale price list for September,

(Continued on Page 398)

IN MEMORIAM FOR DEPARTED FRIENDS

ANTRAM, HARRY A., sales manager for the F. N. Burt Co., Ltd., Buffalo, N. Y., September, 1922.

BRUNS, WILLIAM H. A., of the Metal Package Corporation, Brooklyn, September, 1919.

BUEDINGEN, W. L., head of William Buedingen & Son, boxes, New York and Rochester, September, 1919.

COLGATE, RICHARD MORSE, of Colgate & Co., New York, at West Orange, N. J., September, 1919.

COLLET, EDWARD H., perfumer at Saranac Lake, September, 1923.

CRUSELLAS, RAMON, founder of Compania Nacional de Perfumeria, Havana, Cuba, September, 1921.

DAVIES, JOSEPH PIERCE, of the J. P. Davies Company, soaps, Dayton, Ohio, September, 1910.

EAVENSON, WILLIAM J., of J. Eavenson & Sons, Philadelphia, soaps, September, 1908.

FAXON, FRANK A., of the Faxon & Gallagher Drug Company, Kansas City, Mo., September, 1912.

FEENEY, NICHOLAS, retired soap manufacturer, Brooklyn, N. Y., September, 1917.

GARAHAN, LEO M., proprietor of Maison Maynard, Inc., Brooklyn, N. Y., September, 1923.

GOOD, JAMES, soaps, Philadelphia, September, 1910.

HANSON, STANTON I., president of the Vanitabs Co., New York, formerly of Hanson-Jenks Co., September, 1916.

HENDERSON, WILLIAM D., JR., vice-president of Henderson Lithographing Co., Cincinnati, Ohio, September, 1923.

KERKESLAGER, MILTON W., soap manufacturer, Philadelphia, Pa., September, 1913.

LANNEN, THOMAS E., attorney Flavoring Extract Manufacturers' Association, Chicago, September, 1921.

LEWKOWITSCH, DR. JULIUS, Ph.D., chemist, of London, England, September, 1913.

LUYTIES, HERMAN C. G., president Sanitol Chemical Laboratory Co., St. Louis, September, 1921.

MOLLER, CHARLES A., manufacturer of flavoring extracts, Brooklyn, N. Y., September, 1915.

MORGAN, GEORGE FREDERICK, JR., vice president of Enoch Morgan's Sons Co., soaps, New York, September, 1921.

NEVINS, SAMUEL, talc, Philadelphia, September, 1910.

OLCOTT, GEORGE MANN, president of the Dodge & Olcott Co., New York, September, 1917.

PEET, WILLIAM J., of the Peet Soap Manufacturing Company, Kansas City, September, 1910.

ROBERTSON, JOHN T., veteran Connecticut soap manufacturer, on the liner *Olympic*, September, 1922.

SELIG, JACK, sales manager for the Manhattan Can Co., Brooklyn, N. Y., September, 1922.

STETCHER, FREDERICK W., Cleveland, O., proprietor of Pompeian massage cream, September, 1917.

STOTZ, JOHN T., oil distiller, Broadheadsville, Pa., September, 1915.

Obituary Notes

Mrs. Emma Mead Laning died September 1 at the age of 59 years, at Avalon, Pa., where she has been living with her daughter, Mrs. E. Fielding. She was buried September 4 in the Bloomfield Cemetery, Bloomfield, N. J. In addition to Mrs. Fielding, she is survived by three sons, Joseph Laning, E. Freeman Laning, and E. M. Laning. The latter is the New York essential oil man.

Dr. Joseph E. Gilpin, for years professor of chemistry

at John Hopkins University, Baltimore, died suddenly August 25, at the age of 58 years.

Dr. Charles Becker, a founder of the National College of Pharmacy, died in Washington, August 25, aged 91.

Oliver W. Huntington, Ph.D., author of books on chemistry, died at Plymouth, N. H., August 25, aged 66.

Charles A. Vandenbos, buyer for the Coffin-Redington Co., San Francisco, died August 29, aged 47 years.

Walter R. Dinsmore, former wealthy soap manufacturer, died of a heart attack in San Francisco, August 13, at the age of 64. He was born in Pennsylvania.

Henry Kraemer, Ph. D., prominent pharmacognosist, and a former president of the American Conference of Pharmaceutical Faculties, died September 9 at Mt. Clemens, Mich., where he had maintained an analytical laboratory since leaving the chair of pharmacognosy at the University of Michigan several years ago. He was fifty-six years old.

Charles F. Mann, for many years a prominent figure in the drug trade by reason of his official connection with the National Association of Retail Druggists, died August 15 at his home in Detroit, Mich. He was sixty years old.

John McKesson, Jr.

John McKesson, Jr., president of McKesson & Robbins, Inc., manufacturing chemists, New York, died suddenly September 5 at the home of his son, Irving McKesson, at 178 East 79th street. Mr. McKesson was eighty-five years of age, and was the son of the late John and Maria Lefferts McKesson. His widow, Lelia S. Forbes McKesson, and two sons, Irving and Donald, both of whom are officials of McKesson & Robbins, Inc., survive. Funeral services were held at the home of Irving McKesson and on the day of the burial the firm's doors were closed in respect to his memory.

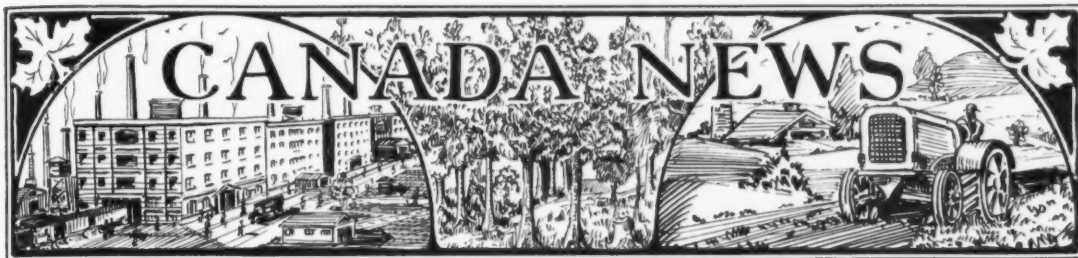
Mr. McKesson had been associated with the drug business for 69 years, having begun work in his father's establishment in 1856. He served in the Seventh Regiment during practically all of the Civil War, at its end becoming a partner in the firm, succeeding his father as president in 1885.

Mathieson Alkali Works Inc., of New York, cleared up all dividends due on the preferred stock August 29. The directors declared an extra dividend of $1\frac{3}{4}$ per cent. on account of accumulated dividends in addition to the regular quarterly dividend of $1\frac{3}{4}$ per cent. Both dividends are payable Oct. 1 to stockholders of record Sept. 20. Richard Hoyt, a partner in the firm of Hayden, Stone & Co., was elected a director to fill a vacancy.

Colloidal Soap Co., recently organized in Baltimore, with R. M. Petit as chairman, and a factory at Haines and Warner streets, in the Spring Garden section, has begun active operations. The establishment has a capacity of 20 to 30 tons of soap a day, and is expected to be running soon at larger capacity.

Francis P. Garvan, head of the Chemical Foundation, with Mrs. Garvan and their six children, returned to New York on the *Majestic* on September after a Summer abroad.

D. G. Lashelle has resigned his position with the W. T. Rawleigh Co., Freeport, Ill., effective October 1.



MONTREAL

MONTREAL, Que., September 16.—Somewhat quiet business is reported in the general lines of perfumery in this city during recent weeks. The season is switching over. Summer holidays are ended, and the autumn season of social engagements has not yet arrived. The trade, however, is preparing for a good season when the round of social engagements opens.

Most of the executives are back at business once more, and preparing for vigorous campaigns for the marketing of their various lines in the coming season.

The exception to this is Hon. Henry Miles, M. L. A., who has gone for another holiday, and is expected to return to business at an early date. Mr. Donaghy, manager of Leeming, Miles & Co., will also be on holiday by the time these lines appear in print. Mr. Donaghy is going off on a fishing trip.

An interesting commentary on the general trend of business, is to be found in the financial progress of Canadian Industrial Alcohol, which is most encouraging. The company is steadily showing increased earnings, and reliable reports are to the effect that the first nine months of the year will show about 20 per cent. earned on the common stock, less depreciation.

It is forecast that the remaining three months of the year will show even a higher average of earnings than the earlier months. Among people close to the company and its executives, the impression is that further dividend action may be taken early next year in the nature, probably, of an increase from 8 to 10 per cent.

Reports from the company's subsidiary at St. Boniface are that this plant has now started producing. Maximum production of the St. Boniface plant will be around a million gallons per annum. For this 350,000 bushels of grain will be required.

If the Montreal trade is quiet, the reverse has to be said of the outside trade. According to a number of firms there is a good country business, and it keeps travelers constantly on the road in the outlying towns and villages. The country trade, they say, has never been busier, and out of town orders fully make up for any slackness in the city trade.

California Perfume Co., Ltd., has a good number of new lines that it is bringing out this season, but it is not yet ready to announce the details.

Mr. Tellier, manager of the Oriental Perfumery, Ltd., one of Montreal's younger but most progressive firms, declares that it will bring out few if any new lines this year, and any new lines it does bring out will be in the way of catering to the luxury trade.

TORONTO

TORONTO, September 16.—Over a million and a half with nineteen thousand to spare. This was the new record of attendance set up by the Canadian National Exhibition of 1924—the most successful of the forty-six years of its history. One million, five hundred and nineteen thousand visitors, an attendance unrivalled on the American continent paid tribute to the Annual World's Fair during the two weeks it was open.

Opened with a record attendance on Saturday, August 23, by Sir Frederick Laurence Field, K. C. B., C. M. G., Commander of the World girdling special squadron of the Royal Navy, the exposition in this Empire year should be a mighty antidote for pessimism. Not only in the record of attendance did the "Big Fair" bring a lesson. For many years it has borne the title of the "Show Window of the Nation," and a million and a half people peering into that window this year caught a new glimpse of Canada and her vast potential resources.

In general the exhibition is a great gateway to the Canadian market where seller and buyer come into direct contact; it shows the whole range of Canada's production and requirements, it visualizes for visitors the progress made in education, public health, child welfare, and the general betterment of the people; it makes it possible to see good pictures and to hear good music, and thus stimulates the development of art in the community; it gives body and form to the national spirit of Canada, and represents Canadian life in its broad outlines.

For the average visitor to the exhibition the varied attractions divide into two sections—the exhibition by day and the evening spectacle in front of the grandstand. Neither time nor expense were spared to make the latter spectacle one of the most thrilling and stupendous of the forty-six years of the exhibition's history. In the pageant, "Marching On" the whole rise, growth and progress of the British Empire was portrayed. To present the spectacle required the services of almost 1,500 performers.

Exhibits in every department of trade and industry were larger and more pretentious this year than ever before, and to this general rule the perfumery exhibits were no exception. Concentrated chiefly in the manufacturers and the Pure Food Building the exhibition of the local and foreign perfumers attracted wide attention. In the latter building many were the comments passed upon the beautiful and attractive display presented by Ed. Pinaud of Paris. It was a fascinating exhibit with a distinctly Parisian effect. The display showed a complete line of perfumes, powders and toilet articles featuring particularly the original and genuine Eau de Quinine, Lilas de France. Nothing in this exhibit was

offered for sale, but thousands of miniature packets were distributed free each day to the public.

Exceedingly attractive also was the exhibit of Rolph R. Corson, Ltd., of Toronto, Karessa perfumes being the feature of the exhibit. H. F. Cowan was in charge of the exhibit.

With T. T. Andrews in charge the display of Richard Hudnut showed most of the Canadian lines carried by this firm. Taste, judgment and discrimination were evident in the pleasing arrangement of the exhibit.

Always attractive the various exhibits of Lever Brothers displaying Winsome Toilet Soap, and a beautiful display of Vinolia brought thousands around to purchase and admire.

Besides those already mentioned the list of Canadian perfumers exhibiting this year included Colgate & Company of Montreal.

The Andrew Jergens Company, Ltd., Perth, Ontario, also made a fine display of soaps.

Other exhibitors were John Clinkunbroomers, 434 Wellington street, Toronto; R. W. McLarty, Ltd., Toronto; National Drug & Chemical Co., Toronto; Palmers', Limited, Montreal; Soaps Perfumer, Ltd., Toronto; John Taylor & Company, Toronto; G. H. Wood & Company, Toronto; Canadian Boncilla Lab., Ltd., Toronto; Estels, Ltd., Toronto; Procter & Gamble Co., Toronto; C. E. Fulford, Ltd., Toronto.

Among the French exhibitors this year were Parfumerie Pinaud, Paris; Parfumerie Bourjois, Paris; Parfumerie L. T. Piver, Paris; Parfumerie Roger & Gallet, Paris; Parfumerie Houbigant, Paris.

Two British exhibitors, with displays this year attracted considerable attention. These were A. E. Atkinson, Ltd., Old Bond street, London, and Erasmic Perfumers, London.

(Canadian Patents are on page 402)

NEW PRICE LISTS, PUBLICATIONS, ETC.

(Continued from Page 395)

1924, of essential oils, etc. The firm represents Anton Deppe Sohne, Hamburg-Billbrook, Germany; Chemical Works Roermond (H. Raab & Co.), Roermond, Holland; Emil Fog & Figli, Messina, Italy.

U. S. BOTTLE MACHINERY Co., Chicago, Ill., has issued the *Bottling & Packing Engineer* for August. This little journal is devoted to more output with less labor in the industrial spheres suggested by its title.

STANLEY MFG. Co., Dayton, Ohio, is circularizing the trade regarding the Stanley embossed metal Christmas seals, with prices and samples. Attractive designs are offered.

"POLITICS, STATESMANSHIP AND ORGANIC CHEMICALS" is a neat reprint of an article on the subject, copies of which can be had from the author, Gaston Du Bois, vice-president of the Monsanto Chemical Works, St. Louis, Mo.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representative—We have received the September wholesale prices current of essential oils, and Allen specialties for perfumers, together with the customary market report, which covers the situation in a satisfactory manner. Powdered drugs for perfumery and flavoring uses are quoted.

BOOK REVIEWS

INDUSTRIAL ORGANIC CHEMISTRY. Samuel P. Sadtler, PhD., and Louis J. Matos, PhD. Fifth edition, revised and enlarged and in part rewritten. Octavo, 6 x 9 inches. 691 pages. 140 illustrations. Maroon cloth covers. J. B. Lippincott Co., 1923. Price \$9.

This work aims to give within the bounds of a single volume a general view of the various industries based upon the applications of chemistry to the arts. The author has endeavored to take up a number of the more important

chemical industries or groups of related industries and to show in language capable of being understood even by those not specially trained in chemistry the existing conditions of those industries. A companion volume covering the inorganic part of the subject is in contemplation.

An idea of the scope of the book may be had from the following chapter headings: Mineral Oils and Allied Bitumens, Fats and Fatty Oils, Essential Oils and Resins, Sugar, Starch and Its Alteration Products, Fermentation Industries, Milk Industries, Cellulose Industries, Vegetable Textile Fibres and Fibres of Animal Origin, Animal Tissues and Their Products, Wood Products Industries, Coal Products Industries, Coal Tar Dyes, Natural Coloring Matters, Bleaching, Dyeing and Textile Printing and an appendix with numerous useful tables, physical and chemical constants of fixed oils and fats, alcohol tables, etc. About 30 pages are devoted to essential oils and resins covering raw materials, processes of treatment, products, analytical tests and methods and a bibliography of the subject.

AMERICAN BUYERS' GUIDE, 1924-25, published by the American Chamber of Commerce in Germany, 59/60 Friedrichstrasse, Berlin W. 8. Price, \$2.

This volume of nearly 300 pages is a classified directory and handbook for American importers and exporters containing much information upon many questions connected with buying and selling in Germany. The contents also comprise more than 2,250 names of manufacturing, import and export firms, banks, forwarders and agents, alphabetically arranged. Articles of merchandise form another classified alphabetical list in which sources are indicated. Subscribers to the book also are entitled to *German Trade Reports and Opportunities*, which is published periodically by the Chamber.

The trade list is deficient in that the names of several important raw material firms are omitted, and the book can therefore not be considered a reliable guide for perfumers and others desiring adequate information as to German sources of supply for essential oils, etc. The Chamber admits that in this, its first volume, the Buyers' Guide is subject to much further expansion and no doubt it will profit by the comment here made.

NEW INCORPORATIONS

Euthola Manufacturing Co., Inc., 1705½ East 18th street, Kansas City, Mo., high grade toilet preparations, \$5,000, has been incorporated in Missouri by J. A. Stevenson, G. L. Stevenson, Dr. W. C. Williams. (Attorney, C. H. Calloway, Kansas City, Mo.).

California Perfume Co. of Canada, Montreal, Inc., 2000 shares of no par value, manufacture perfumes, has been incorporated by Francis R. Hannen, Gordon D. McKay, Ada Lewis.

Laurel Laboratories, Manhattan Borough, New York City, toilet preparations, \$5,000; C. H. Randbrook, H. I. Adler, C. H. Burr. (Attorneys, Peale & McLaughlin, 2 Rector street.)

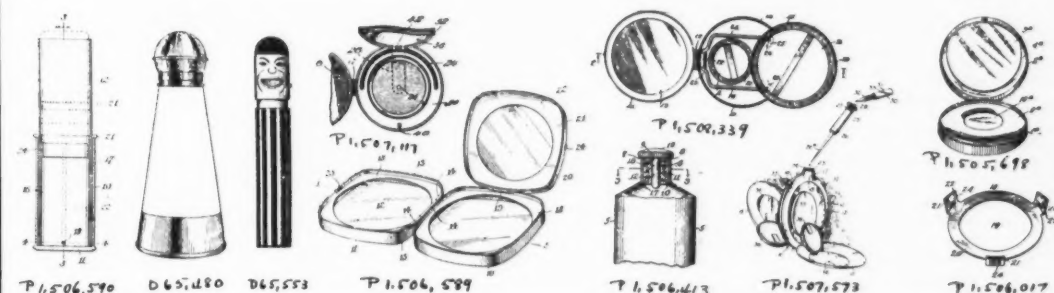
Gladiator Co., Manhattan Borough, New York City, perfumery \$20,000; P. and P. Coviello. (Attorney, J. Viggiano, 1,202 St. John's Place, Brooklyn.)

Turkish Patting Cream Co., Seneca Falls, N. Y., toilet preparations, \$10,000, Lawrence V. Galloway, P. L. Durkin and Adam Culder, of Waterloo, N. Y.

(Continued on Page 402)

TRADE-MARKS AND PATENTS

Venetian WATERPROOF CREAM 171,856	R-juna 164,243	MYRURCIA 184,070	KENOTT 187,825	BONNER 171,856	BICKMORE 171,856	CARICA 171,856	SATIN BATH 171,856
MISSION GARDEN 171,856	GETS-IT 164,243	LES PARFUMS DARKEE 171,856	"Armand Flame" 171,856	"Gindoo-Braun" 171,856	ROUGE DE BASQUE 171,856	Vic 171,856	FRIVOLO 171,856
ALLESZ 171,856	Lafoma 171,856	BRILLOX 171,856	LUCKY-LOVE-LURE 171,856	DRY-CLE-RO 171,856	GOSPECO 171,856	LA-BAY'S 171,856	ONAOLA 171,856
HOP 171,856	Excelsior 171,856	BEAUTY HABIT 171,856	ACIDGERM 171,856	WHISK 171,856	Ina Del Marom 171,856	LA-BAY'S 171,856	COLITE 171,856
EGG-WAVES 171,856	EZYWASH 171,856	Khasana 171,856	Keystone 171,856	THE WHIRLPOOL CLEANSER 171,856	ALYDEA 171,856	LA-BAY'S 171,856	Mike's 171,856
St Leon 171,856	Tango 171,856	GUERLAIN 171,856	BRAUN'S 171,856	ALYDEA 171,856	ALYDEA 171,856	LA-BAY'S 171,856	BELLE DE NUIT 171,856
Age Arrestor 171,856	DUCKEE 171,856	CLEERO 171,856	ALMABRA 171,856	NEWLET'S SUPREME 171,856	HUT-NEL 171,856	LA-BAY'S 171,856	SENEGONE 171,856
	TRIPOLIX 171,856	Walpo 171,856	Ped-o-Kube 171,856	YVY 171,856	Barbasol 171,856	LA-BAY'S 171,856	SEVILLE 171,856
	PONCEROL 171,856	Craine Peach Blow 171,856	Air de Jeunesse 171,856		PICKANINNY 171,856	LA-BAY'S 171,856	VESTAL 171,856
						LA-BAY'S 171,856	"NU-GRO" 171,856
						LA-BAY'S 171,856	THE GARDEN WALL 171,856



NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations. Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."
Designs Patented are designated by the letter "D."
All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to
PATENT AND TRADE-MARKS DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

166,947.—Kermit Products Corp., Hartford, Conn. (Filed July 15, 1922. Used since June 1, 1922.)—Soap.
174,463.—Florence N. Lewis, doing business as Elizabeth

Arden, New York, N. Y. (Filed Jan. 11, 1923. Used since Aug. 8, 1916.)—Emollient Bath for the Body.
178,672.—The Remiller Co., New York, N. Y. (Filed Apr. 6, 1923. Used since Dec. 4, 1922.)—Face Powder.
180,886.—The Pickaninny Company, Baltimore, Md. (Filed May 19, 1923. Used since Apr. 3, 1923.)—Salad Oil.
184,090.—Myrurgia S. A., Barcelona, Spain. (Filed Aug. 4, 1923. Used since July 31, 1915.)—Massage Cream, Cold Cream, Toilet Cream, Antiseptic Cream, Almond Cream, Perfumery, Essence, Scents, Essential Oils, Perfumery Extracts, Sachet Powder, Face Powder, Toilet Powder, Antiseptic Powder, Toilet Waters, Tooth Paste and Powder, Powder for Cleaning the Nails and Nail Enamel, Chemicals for Imparting Odor or Color to Perfumes, Toilet Rouge, Foot Powder, Mouth Wash, Eyebrow Pencils, and Hand Lotion.
184,283.—Adolph A. Fhalstrom, doing business as R-juna Chemical Company, Minneapolis, Minn. (Filed Aug. 10, 1923. Used since Apr. 1, 1923.)—Skin Cream and Tooth Paste.
187,825.—Paul Lajugie, Paris, France. (Filed Nov. 1, 1923. Used since Dec. 1, 1904.)—Dentifrice.
187,880.—The Sanitol Company, St. Louis, Mo., assignor to Mellier Company, Perfumer, St. Louis, Mo., a corporation of Missouri. (Filed No. 2, 1923. Used since Feb. 1, 1917.)—Toilet Water, Face Powder, Sachet, Talcum Powder, and Rouge, and Perfume.

188,859.—Standard Oil Company (New Jersey), Bayonne, N. J. (Filed June 19, 1924. Serial No. 198,825. Used since Apr. 1, 1922.)—Petrolatum, White Mineral Oil. Confectioner's Slab Oil, White Mineral Oil Primarily Used in the Preparation of Cold Creams, Isopropyl Alcohol, and Petroleum Ether.

190,075.—The J. R. Watkins Co., Winona, Minn. (Filed Dec. 24, 1923. Used since Nov. 6, 1923.)—Laundry and Toilet Soaps, Soap Jelly, Soap Powder, Soap Flakes, and Soap Creams Used before Shaving.

190,425.—Newmark Brothers, Los Angeles, Calif. (Filed Jan. 4, 1924. Used since July, 1894.)—Lemon and Vanilla Extracts for Flavoring Foods.

191,114.—Aktiebolaget Yuy-Fabriken, Ystad, Sweden. (Filed Jan. 22, 1924. Used since 1900.)—Shaving Soap, Soft Soap, Laundry Soap, Silk Soap, Polishing Stone, Washing Powder, Soap Powder, Toilet Soap, Washing Soap, Liquid for Scouring Clothes Known as Scouring Drops, Soaps Containing an Extract of the Bark of Quillaja Saponarin and Pomatum.

191,241.—John M. Turner, doing business as American Indian Products Co., Los Angeles, Calif. (Filed Jan. 24, 1924. Used since Jan. 10, 1924.)—Hair Tonic.

192,284.—Swift and Company, Chicago, Ill. (Filed Feb. 14, 1924. Used since Sept. 1, 1913.)—Soap.

193,097.—Max Factor, doing business as Max Factor & Company, Los Angeles, Calif. (Filed Mar. 1, 1924. Used since Jan. 15, 1924.)—Brilliantine in Salve Form, Pomade to Impart Luster to the Hair, and Hair Tonic.

193,173.—Henry Henkin, doing business as Tang Products Co., San Francisco, Calif. (Filed Mar. 3, 1924. Used since Oct. 1, 1921.)—Face Cream and Hand Beautifier.

193,705.—Edith M. Gooding, Plymouth, Mass. (Filed Mar. 13, 1924. Used since Dec. 1, 1923.)—Toilet Preparations Consisting of Shampoo Liquid, Cleansing Cream, and Skin Lotions.

194,202.—L. M. Morehouse, doing business as La-Bay Mfg. Co., San Francisco, Calif. (Filed Mar. 21, 1924. Used since Mar. 1, 1923.)—Solution Used as a Mouth Wash.

194,770.—The Baldwin Perfumery Co., Chicago, Ill. (Filed Apr. 1, 1924. Used since Mar. 20, 1886.)—Hair-dressings, Perfumes and Essences and Perfume Extracts, Dentifrices, Sachet Powder, Cold Cream, Face Cream, Face Lotion, Hand Lotion, Rouge, Face Powder, Lip Sticks, Toilet Waters, and Eyebrow Pencils.

194,931.—Ruby Ludington, Seattle, Wash. (Filed Apr. 3, 1924. Used since Jan. 1, 1892.)—Facial Cream.

195,154.—Charles & Co., New York, N. Y. (Filed Apr. 8, 1924. Used since July 1, 1910.)—Olive Oil.

195,211.—Carpenter-Leddin Co., New York, N. Y. (Filed Apr. 9, 1924. Used since Apr. 1, 1923.)—Cleaning and Polishing Soap.

195,283.—James A. Hearn & Son, Inc., New York, N. Y. (Filed Apr. 10, 1924. Used since June 29, 1922.)—Toilet Preparations—Namely, Cold Cream.

195,751.—George Liberman Barber Supply Co., Inc., Boston, Mass. (Filed Apr. 18, 1924. Used since June 1, 1923.)—Lotion for Hairdressing Purposes.

195,776.—M. Roussel, doing business as Parfumerie Silka, Paris, France. (Filed Apr. 18, 1924. Used since Mar. 16, 1910.)—Perfumes, Toilet Waters, Face Powders, Talcum Powders, Face Creams, Brilliantine, Lotion for the Skin and Hair, and Dentifrices.

195,820.—G. W. Haight, doing business as Onaola Manufacturing Company, Los Angeles, Calif. (Filed Apr. 19, 1924. Used since Apr. 1, 1912.)—Face Powder, Lemon Cream for the Face, a Motor Cream for the Face, a Skin and Tissue Cream, a Vanishing Cream, a Cleansing Cream, a Massage Cream, a Peroxide Cream, White-Mud Pack, Hairdressing, and Hair Shampoo.

196,134.—The F. W. Fitch Company, Des Moines, Iowa. (Filed May 8, 1924. Used since Mar. 12, 1924.)—Hair Tonic.

197,308.—Vestal Chemical Company, St. Louis, Mo. (Filed May 19, 1924. Used since 1916 on polishes; since 1918 on cleansers; since 1912 on soap.)—Soaps; Lavatory, Toilet, and Floor Cleansers; and Metal Polishes.

197,310.—The Sam Willer Human Hair Goods Co., doing business as Wonda Made Products Co., Shreveport, La. (Filed May 19, 1924. Used since Apr. 12, 1924.)—Face

Powder, Perfume, Perfume Extracts, Talcum Powder, Toilet Water, Powder Compact, Rouge Compact, Vanishing Cream, Cold Cream, Lemon Cream, Cucumber Lotion, Benzoin and Almond Lotion, Rose Lotion, Lemon and Witch-Hazel Lotion, Lip Rouge, Coconut-Oil Shampoo, Shaving Lotion, Beauty Clay, Hairdressing, Bandoline, Brilliantine Hair Tonic, Hair Dye, Deodorant Foot Powder, Skin Whitener, Tooth Paste, Liver Pills, Kidney Pills, Cold Tablets, Cough Sirup, Castoria, Healing Oil, Carbolic Salve, Liniment, Toothache Drops, Corn and Wart Remedy, and Food Coloring.

197,380.—Lionel Trading Co., Inc., New York, N. Y. (Filed May 21, 1924. Used since Dec. 1, 1923.)—Boudoir Novelty Comprising a Package Containing a Number of Perfume Bottles Shaped Like Game Pieces in the Game of Mah Jongg.

197,497.—Cletus H. Pope, doing business as The Pope Drug Company, Jefferson City, Mo. (Filed May 23, 1924. Used since July 1, 1923.)—Foot Powder, Talcum Powder, Vanishing Cream, Cold Cream, Lemon Lotion, Shampoo, Cold Tablets, Cough Sirup, Liver Pills, Chigger Lotion, Peptonized Beef Tonic, Eyebrow Beautifier, Deodorant Cream, and Corn Remover.

197,574.—Whirlpool Products Inc., Philadelphia, Pa. (Filed May 24, 1924. Used since May 23, 1923.)—Cleanser in Granular Form for General Washing Purposes.

197,790.—Maurice L. Lieber, Philadelphia, Pa. (Filed May 20, 1924. Used since Apr. 1, 1923.)—Toilet Waters, Perfumes; Dental Powders, Pastes, and Washes; Face Powders, Rouges, Ointments and Salves for Beautifying and Improving the Skin, Skin Lotions, Hair Tonics, Pomades, Talcum Powders, Shampoo, Cold Cream, Dandruff Preparations, Shaving Lotions; Medicinal Digestive and Tonic Tablets.

197,867.—Consolidated Specialties Company, New Bedford, Mass. (Filed May 31, 1924. Used since Nov. 1, 1922.)—Cleaning Fluid for Glass.

197,891.—Ina Del Marvin, Detroit, Mich. (Filed May 31, 1924. Used since Feb. 1, 1924.)—Cosmetics—Namely, Toilet Preparations Including Creams, Lotions, Oils, and Tonics for the Skin; Face Powders and Rouges, Oils; Enamels, Polishes, and Powders for the Hands and Nails; Creams and Other Preparations for the Eyelashes, and Hair.

197,933.—Mary S. Hayes, doing business as M. S. H. Co., Boston, Mass. (Filed June 2, 1924. Used since Feb. 1, 1922.)—Hair Tonic.

198,423.—Carrie Hale Rambonnet, New York, N. Y. (Filed June 11, 1924. Used since June 1, 1920.)—Toilet, Bath and Laundry Preparations.

198,630.—Joseph A. Fields, New York, N. Y. (Filed June 16, 1924. Used since about January, 1924.)—Perfumes, Toilet Waters, Face Lotions, Face Creams, Face Powders, Rouges, and Lip Stick.

198,649.—Maurice Levy, New York, N. Y. (Filed June 16, 1924. Used since June 1, 1924.)—Powder Puffs.

198,725.—Sunset Carpet Cleaning & Storage Corporation, New York, N. Y. (Filed June 17, 1924. Used since December, 1923.)—Cleaning Powder for Cleaning Carpets and Rugs.

198,800.—Dominico Guarneri, New York, N. Y. (Filed June 19, 1924. Used since Aug. 1, 1923.)—Olive Oil.

199,000.—Galvanic Chemical Co., St. Louis, Mo. (Filed June 23, 1924. Used since Oct. 1, 1923.)—Liquid Dentifrices and Tooth Paste.

199,020.—Armand J. Provost, doing business as Qualité Service Co., Providence, R. I. (Filed June 23, 1924. Used since Aug. 30, 1921.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations and Sachet Powders.

199,095.—Lillian St. Leon, New York, N. Y. (Filed June 24, 1924. Used since June 1, 1924.)—Complexion Lotion.

199,162.—Guerlain Perfumery Corporation, Wilmington, Del. (Filed June 26, 1924. Under ten-year proviso. Used since 1848.)—Soaps.

199,183.—The Poncerol Company, Philadelphia, Pa. (Filed June 26, 1924. Used since May 15, 1924.)—Hair Tonic and Tooth Paste.

199,186.—Armand Schuhl, doing business as Oriza L. Legrand, Paris, France. (Filed June 26, 1924. Used since Apr. 14, 1922.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brillantine, Eau de Cologne, and Lotion for the Skin and aHir.

199,240.—New England Laboratory Co., Lynn, Mass. (Filed June 27, 1924. Used since Aug. 18, 1923.)—Preparation for the Hair and Scalp.

199,248.—Scholl Manufacturing Company, Inc., Chicago, Ill. (Filed June 27, 1924. Used since 1921.)—Soap.

199,351.—Flossy Dental Mfg. Co., Evanston, Ill. (Filed June 30, 1924. Used since Aug. 1, 1923.)—Perfume.

199,404.—Mike N. Terpinas, doing business as Terpinas Chemical Company, Frankfort, Ind. (Filed June 30, 1924. Used since Nov. 1, 1924.)—Soap.

199,409.—Van Ess Laboratories, Inc., Chicago, Ill. (Filed June 30, 1924. Used since Apr. 9, 1917.)—Shampoo.

199,444.—The J. R. Watkins Co., Winona, Minn. (Filed July 1, 1924. Used since June 20, 1924.)—Face Powders Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

199,453.—Anna Helen Arlt, Brooklyn, N. Y. (Filed July 2, 1924. Used since February, 1923.)—Rouge.

199,454.—The Barbasol Company, Indianapolis, Ind. (Filed July 2, 1924. Used since May 1, 1924.)—Toilet Powder.

199,514.—Dr. M. Albersheim, Frankfort on the Main, Germany. (Filed July 3, 1924. Used since July 28, 1906.)—Cosmetics and Toilet Preparations—Namely, Toilet Water, Hair Wash, and Mouth Wash.

199,542.—The Dry-Cle-So Soap Co., Canton, Ohio. (Filed July 3, 1924. Used since May 5, 1924.)—Dry Cleaner's Soap.

199,548.—Elizabeth Fellingner, doing business as Elizabeth Fellingner School of Beauty Culture, New York, N. Y. (Filed July 3, 1924. Used since Sept. 9, 1923.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Shampoos, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Face Packs, and Sachet Powders.

199,560.—G. Lombard, Paris, France. (Filed July 3, 1924. Used since Oct. 6, 1922.)—Perfumery.

199,573.—Charles Grant Pyle, doing business as Egg-O-Wave Company, Youngstown, Ohio. (Filed July 3, 1924. Used since June 27, 1924.)—Hairdressing.

199,701.—Huttner-Nelson & Co., Chicago, Ill. (Filed July 7, 1924. Used since June 16, 1924.)—Hand Soap.

199,712.—William E. Moore, doing business as Moore Laboratories, Chicago, Ill. (Filed July 7, 1924. Used since June 7, 1924.)—Hair Tonic.

199,896.—Mocq., Burnier & Cie., Inc., New York, N. Y. (Filed July 11, 1924. Used since Sept. 1, 1917.)—Perfume Extracts, Toilet Waters, Compacts, Lip Rouge, Eye-brow Pencils, Cold Creams, Vanishing Creams, Face Powders, Talcum Powders, Eau de Cologne, Face Lotions, and Dentifrice.

200,029.—Associated Oil Company, San Francisco, Calif. (Filed July 15, 1924. Used since June 18, 1924.)—Soap, Washing Fluid, Scouring Powder, and Cleaning Solution.

200,045.—Hewlett Brothers Company, Salt Lake City, Utah. (Filed July 15th, 1924. Used since 1923.)—Extracts.

200,096.—Mary d'Este Perch, New York, N. Y. (Filed July 16, 1924. Used since 1911.)—Perfumes, Toilet Powders, Pomades, Lip Sticks, Lip Salves, Rouge, Talcum Powders, and Bath Salts.

200,172.—American Tripoli Company, Seneca, Mo. (Filed July 18, 1924. Used since July 1, 1924.)—Washing Powder, and Soaps.

200,223.—The Remiller Co., New York, N. Y. (Filed July 18, 1924. Used since Dec. 19, 1922.)—Talcum Powder.

200,420.—Hill Blackett, Chicago, Ill. (Filed July 24, 1924. Used since Apr. 28, 1924.)—Tooth Paste.

200,476.—Allo M. Braun, doing business as A. M. Braun, Far Rockaway, N. Y. (Filed July 25, 1924. Used since Nov. 23, 1923.)—Toilet Preparations—Viz., Nail Polish and Permanent Wave Ointment.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920)

(These Registrations are not Subject to Opposition.)

188,281.—The De Vilbiss Manufacturing Co., Toledo, Ohio. (Filed July 9, 1923. Serial No. 182,962. Used since Apr. 29, 1923.)—Complexion, Hair, Nail, Cloth, Bath, and Tooth Brushes.

188,282.—C. Gibson Ford, Baltimore, Md. (Filed July 23, 1923. Serial No. 183,564. Used since July 2, 1923.)—Flavoring Extracts for Food Products.

188,303.—Sevillie Laboratories, Chicago, Ill. (Filed May 31, 1924. Serial No. 197,909. Used since Dec. 15, 1921.)—Soaps; Shampoo, Vegetable Oil, and Liquid.

188,562.—Spoonier, Inc., New York, N. Y. (Filed Mar. 26, 1924. Serial No. 194,490. Used since May, 1922.)—Face Powders.

188,862.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 12, 1924. Serial No. 198,461. Used since Mar. 21, 1922.)—Cold Cream and Massage Cream.

188,885.—The Bickmore Company, Old Town, Me. (Filed Apr. 21, 1923. Serial No. 179,455. Used since February, 1922.)—Hair Dressing, Cold Creams, Disappearing Creams, and Dentifrices.

188,893.—Parfumerie de la Societe Hygienique Cottan-Porte & Cie., Paris, France. (Filed Apr. 19, 1924. Serial No. 195,832. Used since Jan. 15, 1922.)—Perfumery, and Cosmetics, Such as Rouge, Face Powder, Lip Stick and Face Lotion.

188,894.—The Armand Company, Des Moines, Iowa. (Filed Apr. 17, 1924. Serial No. 195,669. Used since Sept. 18, 1922.)—Rouge, Lip Stick, Face Powder, Talcum Powder, Compact Powder, and Cold-Cream Powder.

DESIGNS PATENTED

65,480.—Powder Container. James J. Larmour, New York, N. Y. Filed Mar. 21, 1924. Serial No. 9,015. Term of patent 7 years.

65,553.—Spray Tube for Powder. Friedrich Wilhelm Winter, Vienna, Austria. Filed July 15, 1924. Serial No. 10,159. Term of patent 7 years.

PATENTS GRANTED

1,505,698.—Vanity Case. Oswald J. Cathcart, Newburgh, N. Y. Filed Oct. 2, 1922. Serial No. 591,712. 4 Claims. (Cl. 132-83.)

1. A vanity case comprising a main body member and a main cover member therefor, a rouge compartment of smaller diameter than said main members, located within the said main members, and having its mouth within the space between said main members, one of said main members being provided with a powder compartment within the same but exterior to the rouge compartment, a puff in said rouge compartment, a separate cover for the rouge compartment of smaller diameter than the main cover member, located in the space between the main members, a puff for the powder compartment of larger area than the rouge puff, located in the space between the main members, and a mirror carried by the main cover member within the same.

1,506,017.—Vanity Box. Albert C. Lusher, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Mar. 7, 1923. Serial No. 623,348. 6 Claims. (Cl. 132-82.)

3. In a box of the character described, the combination of bottom and cover members, an interior shoulder formed on the bottom member, a compact holder having a side recess, and a plate having outwardly extending projections arranged to spring under the shoulder and projections extending oppositely thereto at an acute angle and engaging the recess.

1,506,413.—Leakproof Tube Seal. Henry Saulnier Darlington, Media, Pa., assignor to A. H. Wirz, Inc., Chester, Pa., a Corporation of Pennsylvania. Filed Feb. 25, 1922. Serial No. 539,100. 6 Claims. (Cl. 113-116.)

1. A collapsible tube for holding liquids and semi-liquids, having the outer end formed as a chamber, an apertured

cork in said chamber, under compression axially of the cork and a plug fitting the aperture and closing the tube by engagement of the walls of the cork.

1,506,589.—Twin-compact Vanity Case. Simon A. Jaroslawski-Fioret, New York, N. Y. Filed Nov. 28, 1923. Serial No. 677,536. 3 Claims. (Cl. 132-83.)

1. A vanity case comprising a pair of outer compact carrier sections each having an open end and a closed end hingedly connected at the open ends for contiguous closed relation, an intermediate mirror carrying section hingedly connected to one of the outer sections and adapted when the case is closed to extend partially into the open end of each outer section for frictionally retaining said sections in closed relation, and means spaced inwardly from the open end of each of the outer sections constituting stops for engaging the opposite sides of the intermediate section to limit the projection of the same into the end of said outer sections.

1,506,590.—Cosmetic Holder.—Simon A. Jaroslawski-Fioret, New York, N. Y. Filed Nov. 28, 1923. Serial No. 677,537. 2 Claims. (Cl. 206-56.)

1. A holder for a cosmetic stick or pencil, comprising a tubular body having a closed lower end and an open upper end, a sleeve within said body having its walls spaced from the inner surface of the walls of the body and extending from the closed lower end through the body and projecting from the open end, a follower member consisting of inner and outer tubular sections fitting respectively around the sleeve and within the sleeve and adapted to receive within the inner section at the upper end the cosmetic stick or pencil, said follower member being longitudinally movable with respect to the body and sleeve for the purpose of projecting or retracting the free end of the pencil or stick for exposing the same from the end of the sleeve, and a cover having a closed end and an open end adapted for telescopic association with the exposed portion of the sleeve, said cover being adapted to coact with the outer section of the follower member for automatically retracting the exposed end of the pencil upon application of the cover.

1,507,117.—Compact Container. Fritz R. Johnson, Providence, R. I. Filed Mar. 28, 1924. Serial No. 702,516. 4 Claims. (Cl. 132-83.)

4. In a compact container, two hollow sections, a horizontal plate provided with a central depressed portion and with a curved marginal slot, an oscillatory member slidably supported by the plate in the slot, and a mirror member carried by the oscillatory member.

1,507,573.—Vanity Case. Richard J. Bieshuns, New York, N. Y. Filed Jan. 12, 1924. Serial No. 685,815. 5 Claims. (Cl. 132-83.)

1. A vanity case, including an intermediate receptacle having a neck portion and opposite indented side walls, covers for the indented walls, a stopper for said neck portion including a projection adapted to extend into the interior of said receptacle, and a pencil member adjustably mounted in the outer end of said stopper.

1,508,339.—Vanity Case. Max Kline, New York, N. Y. Filed Mar. 22, 1924. Serial No. 701,144. 3 Claims. (Cl. 132-83.)

1. In a vanity case including a body and cover, a stationary compact carrier member secured within the bottom portion of the body, a movable compact carrier member, a means of connection therebetween to permit of relative swinging movement of the movable member to a projected position above the upper open end of the body and sliding movement to uncover the stationary member whereby access may be gained to both of the compacts, the said means of connection consisting of a yoke swingingly connected to the stationary member, and a slidable connection between the yoke and the movable member.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to
PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

242,091, cosmetic, Edith Hochberg, Hamilton, Ont.

242,105, tooth brush, Daniel Prescott Mowry, Montreal, Quebec.

242,119, rotary tooth brush, Edward Harold Scheifer, Chicago, Illinois.

242,124, soap, Eugene A. Sprague, San Francisco, Cal.

242,130, insecticide, Heinrich Vogel, Uremnitz, Germany.

242,134, insecticide, Albert T. Wilson, Amherstburg, Ontario.

242,229, mask for skin treatment, Catherine Pauley, Lockland, Ohio.

242,240, brush, Herbert Henry Stevens, Port Elgin, Ontario.

242,666, metal container, Sheet Metal Products Co. of Canada, Ltd., assignee of George Hunt, both of Toronto, Ontario.

242,709, hollow brush, Jules Jean Cheron, Paris, France.

242,712, bottle cap, Brainard Clark, Rozelle, New South Wales, Australia.

242,755, hand cleaner, Mary A. Moore, Hayden Lake, Idaho.

242,762, bottling machine, Otto Paepfer, Jr., New York City, New York.

242,847, bottle washing machine, Dostal and Lowey Hydro Company, Inc., assignee of John R. Dostal, both of Milwaukee, Wisconsin.

242,871, machine for forming glass article, Owens Bottle Co., assignee of Albert N. Cramer, both of Toledo, Ohio.

TRADE MARKS REGISTERED IN CANADA

G. O. Scalp Food, for scalp food and hair grower, John Wesley Boyd, Dauphin, Manitoba.

Forhan's Tooth Brush, for tooth brushes, John L. Hunter, Toronto, Ont.

NEW INCORPORATIONS

(Continued from Page 398)

Fleur de Lys Perfume Co., Manhattan Borough, New York City, export and import, \$3,000; S. Lapidus, H. Jacobs, B. Blumberg. (Attorney, I. Ringel, 299 Broadway.)

Westphal's World's Best Corp., Manhattan Borough, New York City, toilet preparations, \$25,000; P. and H. and D. C. Westphal. (Attorneys, Palmer & Serles, 46 Cedar street.)

Bourday, Manhattan Borough, New York City, toilet articles, \$50,000; M. Gluck, M. K. Jacobs. (Attorney, E. L. Jacobs, 342 Madison avenue.)

Federal Tallow Co., Boston, Mass., rendering and soap business, \$100,000; William C. Maguire, Samuel Bergson and Harry Bergson, all of Boston.

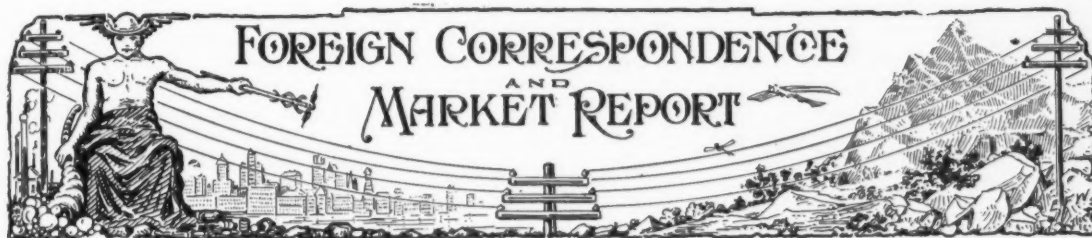
Barcelona Products Co., Manhattan Borough, New York City, soap and perfumes, \$10,000; M. Rosenkrantz, W. H. Onderdonk, S. M. Savoy. (Attorney, S. V. Hirsh, 52 Wall street.)

Riviera Co., New York, manufacture toilet articles, \$1,100,000. (Registrar and Transfer Co., Delaware.)

Paris Cosmetics, Manhattan Borough, New York City, \$10,000; G. and F. Rubin, L. Kronish. (Attorney, A. H. Wilkes, 63 Park Row.)

Sparrow Chemical Co., Brooklyn, N. Y., toilet articles, \$25,000; S. Cwiket, H. W. Tenser, R. Maykowski. (Attorney, S. R. Gerstein, 299 Broadway.)

Vasco Products, Wilmington, Del., drugs, toilet preparations, \$1,000,000. (Delaware Incorporating Co.)



AUSTRALIA

PRODUCTION OF THYMOL AND MENTHOL.—Two Sydney technologists have recently developed a process for producing thymol on a commercial scale—the raw material used being Australian eucalyptus oil. The Director of the Institute of Science and Industry states that samples of the thymol have been submitted to various authorities, who agree that it reaches all the standards required by the British Pharmacopoeia. Stocks of material will be put on the market. By means of another process, the same experimenters have been able to manufacture menthol from another Australian product.

ARGENTINA

NEW BILL OF LADING RULE.—After October 10, 1924, the Custom House authorities of Argentina will not accept documents covering shipments to that country unless they are accompanied by the bill of lading. The bill of lading must be sent by the steamer carrying the goods covered by it in order to avoid a fine of 2 per cent on the value of the goods. The bill of lading, in triplicate, covering freight shipments to Argentina, must be vised by the Argentine consul.

BRITISH GUIANA

SOAP IMPORTS.—Recent reports show that in 1923 British Guiana imported 2,396,589 pounds of fancy and common soap, valued at \$202,238. Of this the United States contributed 191,957 pounds, valued at \$11,359. Most of the remainder was from the United Kingdom and Canada. The British preferential tariff and the exchange discount on British Guiana currency operate to reduce the imports from the United States to this colony.

DUTCH INDIES

CITRONELLA OIL.—A correspondent sends an article from the *Bataarsche Nieuwsblad* in which comment is made on the tendency on the part of local Chinese and Arabs to open fresh plantations of sereh grass owing to the continued high prices of citronella oil; some of them without experience. The journal recalls the sereh grass cultivation fever of some years ago, when the machine shops of Java could not fulfil all their orders for distillation plants. It continues: "Very few could profit by the high prices, which had fallen by the time the plants were ready. But the position appears to be better, and firm forward contracts are made for deliveries. New plants will again be installed: what will be the result? Many expect results in six months from the planting. But the dry monsoon is at their door, and it may

(Continued on Page 406)

THE MARKET

Essential Oils, Aromatic Chemicals, etc.

Since our review of a month ago, there have been important developments in the essential oils trade. The demand for goods which at that time was just opening up has developed into a rush which has swamped brokers and dealers with orders. Nor have these orders and inquiries been small ones. There have been heavy purchases of a great many materials and the general tendency of the market has been toward distinctly higher and firmer levels. It may be recalled that the hint of a prophecy of advancing price levels was contained in our August review. There can be no doubt, after a perusal of our price lists that this prediction was well founded in fact. Not only has the demand improved measurably, as was anticipated, but the items mentioned a month ago as being in short supply or strong positions have all carried out the indications apparent at that time. Many of them are still in very light supply and to this list have been added other materials which at that time were available in good volume.

The floral essences have not advanced to any very great extent during the month. At the same time, there has been a tone of strength to the market which has borne out all that has been said regarding the probabilities for cheap purchases from the new crops. Lavender has scored a very sharp advance. The old carry over has practically disappeared under the renewal of heavy buying and the new crop is held at extremely high prices by growers and foreign manufacturers. Rose has been another strong item although here the advance took place some time back. That other advances are in prospect is the prediction of all who are intimately familiar with the present Bulgarian situation. It is a strong market. Neroli, as well, is closely and firmly held and probably will go higher.

The seed group has divided itself sharply into two classes. In the first are such items as caraway and cumin of foreign origin. These, on account of the recent inflated position of both oils and seeds and the advent of the new crop, have dropped sharply during the month. This movement was anticipated. Naturally carvol has followed the lead of the other materials. On the other hand the domestic seed oils, headed by wormseed, have been very strong. The new crop has been backward and is not yet offered. Meanwhile the carry over has been exhausted and prices of such lots as are to be had have advanced to extremely high levels.

Spice oils also have displayed an irregular trend. Some fairly low priced contracts have been made on new crop oils especially on clove and these have had some effect in depressing the spot market notwithstanding the firm price trend in the spice market itself. Cassia, which acts according to its own rules, has been sharply affected recently by the Chinese situation and the strength of cabled offers of goods. Mace and nutmeg are higher, owing to scarcity of spice and high shipment quotations. The general trend of the group has been toward higher levels and there are those

who predict that the present weak spots will be strengthened by purchasing in the near future.

Mint oils have been overshadowed by the unusual strength in peppermint. Instead of a carry over of this oil, there has been an actual deficit of old crop merchandise this year. Speculative interests have seized upon this as a golden opportunity for withholding new crop offers and practically no prices have come out of the country thus far. The crop will be larger than that of last year, but not up to early expectations. In addition the demand is likely to be exceptional owing to the high price of Japanese menthol and the probability that manufacture in this country will be resumed as soon as ample oil is available. Tansy is sharply lower upon receipt of new goods. Spearmint has recently shared this strength and has sharply advanced under the same influences which have affected peppermint.

Miscellaneous materials have shown an irregular trend. Eucalyptus is higher owing to advances in Australia and the anticipation of early seasonal buying here. Citronella had a spurt in mid month but has dropped off sharply and there is plenty available at rather weak prices. Cedar wood is still scarce, but not so much in demand. Bois de rose and linaloe have been steady although there has been a cut in the latter to compete with alleged off quality offers of goods in this market.

Prospects for the future of the market are bright. There is no let up in the demand and it is generally believed that firm prices and active business will continue through October and November. Should this be the case, the early buyer will be the happy man.

Synthetics and Aromatic Chemicals

The same influences which have strengthened the essential oil market also have been at work on the market for synthetics, although to a somewhat lesser degree. There has been an active market for practically all products and prices have been generally firm. Up until the first week in September, there appeared to be no immediate chance for lower prices on the principal items on the list. However, during the next two weeks, the influence of the forthcoming reduction in duties on coal tar derivatives began to be felt. While domestic manufacturers state that they do not fear the effects of the change, recent alliances with foreign makers would seem to indicate that some of them intend to be upon the safe side of the market in any event.

Importers are encouraged over the outlook, believing that reductions in the tariff rates on some products will aid them not only on the materials affected, but also in the sale of their entire lines. It is believed that somewhat more severe price competition will be in evidence during the next few months. Signs of it are already in existence. At the same time, it is admitted that the test of synthetics is quality rather than prices and the domestic industry is sparing no effort to bring its products into line with the best in the matter of quality and uniformity. It reports definite progress during the last few weeks. Actual changes in price levels have been few. A glance at the accompanying price lists will disclose general market levels prevailing on important commodities.

Vapilla Beans

At the moment, something akin to a deadlock is in evidence in this market. There has been no chance for lower prices on the part of importers and dealers and the levels reported a month ago still stand today. The Mexicans are all up and practically all disposed of. There are some Bourbons available here and in France. Prices for import are so high that dealers are not purchasing. Consumers here are inquiring for contracts but very little actual business has been done. Sellers insist upon delivery of beans upon their arrival and this is an undertaking which many of the consumers cannot handle. At present prices importers have no recourse in the matter for they can tie up their entire capital in beans without overstocking and at the same time have only a slender guarantee to protect them should the market suddenly break. At the moment, the prospects of such a break seem very remote, however. Relief this year is not in sight. Regarding next year's prospects it may be said that the weather has been eminently satisfactory for the Mexican crop during the growing season and that early

estimates for a large crop seem in a fair way to being realized.

Sundries

Menthol has again advanced sharply owing to the fact that stocks here are very small and exceptionally well controlled, while shipments from either Japan or Europe, which is at the moment a heavy holder, are held at high prices. Relief from the early or Sambi crop seems less likely owing to the attitude of the Japanese sellers regarding it. They are not offering very much and in no case have there been offers at anything like reasonable prices. Assistance from American producers is nil owing to the condition of peppermint oil which is described elsewhere in this review. There remains the synthetic article which is finding some sale but is being introduced but slowly and under tremendous difficulties.

Denatured alcohol in all grades was advanced 1c. per gallon on September 1, and 3c. more on Sept. 15. Other sundries show no change of any consequence nor has business in them been as brisk as might have been expected under the conditions surrounding the market as a whole.

INDIAN SAY: "HE DEAD!"

A salesman on the road would make a reservation town about twice a year. His only customer in the camp was a shiftless, hopeless, one-suspender storekeeper whom the local folks called "Hank," says the *Silent Partner*.

One morning the traveling tradesman struck town, entered the false-front "Emporium" and called for "Hank," but Henry was out.

Sitting on the smooth, polished surface of a pine plank bench in front of the shack store was a lazy, lounging, full-blooded Indian. You say Indians have no sense of humor. Let's see.

"Where's 'Hank'?" inquired the go-getter.

"He dead!" grunted the stoic son of a tribe who have a right to call themselves Americans.

"He dead?" repeated the one-star salesman, with rising inflection that indicated disappointment.

"He dead!" was the Indian's second shot.

Just then, "Hank," the local "leading merchant," shuffled into sight. "Hank" was shambling along slowly like a fat porker on the way to the slaughterhouse.

Turning suddenly to the sharp-eyed Indian, the traveling man shouted with deep indignation and still deeper industrial interest: "Why did you tell me my customer, 'Hank,' was dead?"

Leaning over in a confidential way toward the sample-case carrier, the Indian spoke in a low tone: "He dead!" Then with a wink, the old buck whispered: "*He no fall yet!*"

This American son of the aborigines from the sun-baked sands of Arizona had the sense of humor, and without this "sense of humor," life to most of us would be like a springless dirt wagon on its way over a backhill highway in a town where the road supervisor is sick and the taxpayers are glad of it.

Humor is a great tonic. Humor makes us laugh, and when we laugh, others can, with impunity, say some pretty blunt things to us and get us to accept these truths with a smile. * * *

The important thing for you to do is, first to find out which way you are headed.

Let no neighbor say: "He dead!" Let no friend tack on you the Indian sign: "*He no fall yet!*"

Which hits everybody in business everywhere who may be amenable to the criticism legitimately incurred by merchants who do not advertise.

An Expensive Human Handicap

If you have an explosive temper, you have about the most expensive human handicap.

Anger is an infection of the intellect. Crazy people are "mad," but anger is left for the so-called sane.

When a pitcher gets angry, he loses the game. Let the lawyer lose his "goat" and he wins—defeat. When anger is in, real ability goes out.—*Silent Partner*.

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb....	\$3.50@	3.75	Origanum, imitation35@	Eugenol, foreign.....	3.50@	4.50
Almond, S. P. A.....	3.75@	4.00	Orris Root, concrete, foreign	5.00@	Geraniol, domestic	4.75@	
Almond, F. F. C. "Art"....	2.15@	2.30	Orris Root, concrete, domestic	3.00@	Geraniol, foreign.....	4.75@	
Almond, Sweet True.....	.45@	.50	Orris Root, absolute (oz.)	54.00@	Geranyl-Acetate	4.75@	
Almond, Apricot Kernel.	.25@	.29	Parsley	3.50@	Heliotropin, domestic.....	2.00@	2.25
Amber, crude80@	.85	Patchouly	5.00@	Foreign	2.50@	3.00
Amber, rectified90@	1.00	Pennyroyal, American	2.25@	Indol, C. P..... (oz.)	9.00@	
Amyris, balsamifera.....	3.00@	3.25	Pennyroyal, French.....	1.90@	Iso Eugenol	4.25@	4.40
Anise, "lead free U.S.P." ..	.55@	.60	Peppermint	6.00	Linalool	5.25@	
Aspic (spike) Spanish....	.85@	1.00	Peppermint, redistilled ..	6.25	Lily Base (Hydroxycitronellal)	15.00@	18.00
French	1.30@	1.40	Petit Grain, So. American	2.10@	Linalyl Acetate 90%.....	8.00@	
Bay, Porto Rico.....	2.40@		Petit Grain, French.....	6.00@	Linalyl Benzate		nominal
West Indies	2.25@		Pimento	2.15@	Methyl Acetophenone.....	5.25@	
Bergamot, 35-36 per cent.	3.60@	4.00	Pine Needles, from Pinus	2.00@	Methyl Anthranilate.....	2.75@	3.25
Birch, sweet N. C.....	2.10@	2.20	Sylvestris	10.00@	Methyl Cinnamate.....	4.00@	5.00
Penn. and Conn.....	4.50@	5.00	Rose, Bulgaria50@	Methyl Eugenol	9.00@	10.00
Birchtar, crude25@		Rosemary, French..... (lb.)	.40@	Methyl Heptenone.....	9.00@	
Birchtar, rectified.....	1.00@		Rosemary, Spanish.....	4.00@	Methyl Heptene Carbon..	39.00@	44.00
Bois de Rose, Femelle....	4.65@		Rue	4.00@	Methyl Iso Eugenol.....	13.00@	
Cade, U. S. P. "IX".....	.38@		Sage	2.75@	Methyl Paracresol	6.00@	
Cajuput, Native S. P.....	1.05@		Sage, Clary	3.00@	Methyl Phenylacetate, ..		
Calamus	4.25@		Sandalwood, East India..	6.50@	Art, Honey Aroma.....	6.50@	
Camphor, "white"15@	.16	Sassafras, artificial.....	.38@	Methyl Salicylate.....	.48@	.52
Cananga, Java	2.15@		Sassafras, natural	1.40@	Musk Ambrette	16.00@	17.00
Cananga, Java, rectified..	3.25@	3.50	Savin, French	2.85@	Musk Ketone	20.00@	
Caraway Seed, rectified..	4.20@		Snake Root	18.00@	Musk Xylene	4.75@	
Cardamon, Ceylon.....	30.00@		Spearmint	3.40@	Nonylic-Alcohol	40.00@	52.00
Cassia, 80@85%	2.00	nom.	Spruce95@	Phenylacetaldehyde	8.50@	11.00
Cassia, rectified, U. S. P.	2.75@		Tansy	3.00@	Imported	12.00@	
Cedar Leaf	1.05@	1.15	Thyme, French, red.....	1.00@	Phenylacetic Acid	3.50@	
Cedar Wood53@	.55	Thyme, French, white....	1.05@	Phenyl Ethyl Acetate	15.00@	17.50
Celery	11.00@		Thyme, Spanish, red.....	.95@	Phenylethyl Alcohol	8.50@	9.00
Cinnamon, Ceylon.....	12.00@	15.00	Vetivert, Bourbon	12.00	Rhodinol, domestic.....	12.50@	15.00
Citronella, Ceylon79@	.81	Java	30.00@	Rhodinol, foreign.....	18.00@	20.00
Citronella, Java	1.45	nom.	Wintergreen, Southern...	4.25@	Safrol55@	.60
Cloves, Bourbon	2.70@	3.00	Pennsylvania	6.50@	Skatol, C. P..... (oz.) ..	10.00@	20.00
Cloves, Zanzibar	2.05@		Wormseed	5.35@	Terpineol, C. P., dom....	.48@	
Copaiba40@		Wormwood	3.50@	Terpineol, C. P., imp., lb.	1.00@	1.15
Coriander	12.00@		Ylang-Ylang, Manila	28.00@	Terpinyl Acetate	1.75@	1.90
Croton	1.10@		Ylang-Ylang, Bourbon....	4.50@	Thymol	4.50@	
Cubebs	5.50@				Vanillin48@	.52
Cumin	12.00@	14.00					
Dillseed	4.50@						
Erigeron	1.45@						
Eucalyptus, Aus. "U.S.P." ..	.62@	.65					
Fennel, Sweet	1.15@						
Geranium, Rose Algerian.	8.00@						
Geranium, Bourbon	7.50@	8.00					
Geranium Turkish							
(Palma rosa)	4.50@	4.75					
Ginger	9.50@						
Gingergrass	3.00@						
Guaiaac (Wood).....	5.00@						
Hemlock95@						
Juniper Berries, rectified.	1.35@	1.45					
Lavender, English	32.00@						
Lavender, U. S. P. "IX"....	5.25@						
Lemon82 1/2@	.95					
Lemon, "Calif"75@						
Lemongrass88@	.90					
Limes, distilled	1.15@						
Limes, expressed	2.15@	2.25					
Linaloe	3.50@						
Mace, distilled	1.35@						
Mirbane15@						
Mustard, genuine	14.00@	16.00					
Mustard, artificial.....	3.10@						
Neroli, Bigarade, Pure....	80.00@	100.00					
Neroli, Petale, extra.....	100.00@	130.00					
Nutmeg	1.35@						
Orange, bitter	2.75@						
Orange, sweet, W. Indies	2.55@						
Orange, sweet, Italian....	3.00@	3.40					
Orange, Calif.	3.20@	3.40					

DERIVATIVES AND CHEMICALS

Acetophenone	5.00@		Tonka, Beans, Para.....	.95@	1.00
Amyl Salicylate, dom....	1.50@		Tonka, Beans, Angostura	2.20@	2.35
Amyl Salicylate, foreign.	2.25@	3.00	Vanilla, Beans, Mexican.	11.50	nom.
Anethol	1.10@	1.25	Mexican, cut	10.50	nom.
Anisic Aldehyde, foreign.	4.00@		Vanilla Beans, Bourbon,		
Domestic	3.75@		whole	11.00	nom.
Benzaldehyde, U. S. P....	1.55@	1.65	Vanilla Beans, Bour., cut		nominal
Benzaldehyde, F. F. C....	1.75@	1.80	Vanilla Beans, Tahiti, yel-		
Benzilidenacetone	2.75@	4.50	low label	7.00	nom.
Benzyl Acetate, domestic.	1.55@	1.80	White label	7.50	nom.
Benzyl Acetate, foreign..	1.75@	2.00			
Benzyl Alcohol	1.45@	1.60			
Benzyl Benzoate.....	1.60@	1.75			
Borneol	2.75@				
Bornylacetate	4.25@				
Bromstyrol	3.25@	4.25			
Carvol	13.00@				
Cinnamic Acid	3.25@	3.50			
Cinnamic Alcohol	6.50@	6.75			
Cinnamic Aldehyde	3.65@	4.00			
Citral	2.75@				
Citral, C. P.....	3.50@	5.00			
Citronellol, domestic	8.00@	9.00			
Citronellol, foreign	8.75@	10.00			
Cumarin, artificial, dom..	3.40@	3.65			
Cumarin, artificial, for..	3.50@	3.60			
Diphenylmethane	2.50@	3.00			
Diphenyloxide	1.00@	1.40			
Ethyl Cinnamate	5.50@				
Eucalyptol82 1/2@	.95			
Eugenol	3.00@				

BEANS

Tonka, Beans, Para.....	.95@	1.00
Tonka, Beans, Angostura	2.20@	2.35
Vanilla, Beans, Mexican.	11.50	nom.
Mexican, cut	10.50	nom.
Vanilla Beans, Bourbon,		
whole	11.00	nom.
Vanilla Beans, Bour., cut		nominal
Vanilla Beans, Tahiti, yel-		
low label	7.00	nom.
White label	7.50	nom.

SUNDRIES

Alcohol Cologne spts., gal.	4.89@	5.07
Ambergris, black... (oz.)	15.00@	18.00
Ambergris, gray... (oz.)	26.00@	
Chalk, precipitated03 1/2@	.06 1/2
Civet horns	2.25@	
Lanolin hydrous17@	.19
Lanolin anhydrous20@	.23
Menthol Jap.....	13.50@	14.00
American		nominal
Musk, Cab., pods... (oz.)	18.00@	20.00
Musk, Cab., grains... (oz.)	26.00@	28.00
Musk, Tonquin, gr... (oz.)	36.00@	
Musk, Tonquin, pds. (oz.)	22.00@	23.00
Orris Root, Florentine,		
whole09@	.10
Orris Root, Powdered....	.12@	.20
Rice, Starch09@	.12
Talc, domestic..... (ton)	18.00@	40.00
Talc, French..... (ton)	25.00@	50.00
Talc, Italian	45.00@	60.00

FOREIGN CORRESPONDENCE

(Continued from Page 403.)

well be that under the most favorable circumstances before the new season begins December will have arrived. There are great difficulties in view for those who have made their contracts. Some of these reach to the year 1926."

DUTCH GUIANA

INCREASE IN IMPORT DUTIES ON PERFUMED TALCUM POWDERS.—The duty on perfumed talcum powder imported into Dutch Guiana has been raised from 16 per cent to 30 per cent ad valorem. The duty on unperfumed powder remains unchanged at 16 per cent ad valorem.

ENGLAND

INDIA AT THE WEMBLEY EXHIBITION.—The India pavilion at the British Empire Exhibition (which, by the way, will not close until October 31) is well worthy of special mention, for many of its features are of interest to your readers. The exhibit of drug plants, drugs, essential oils, spices and pharmaceuticals is especially noteworthy. In the Madras display one small bottle of sandalwood oil with a fairly high santalol content—94.5 per cent.—is a specimen that rewards the observer. J. Prioris, B. Sc., of Yercaud, South India, who was for some years in business in London as an essential oil merchant, has sent to Wembley specimens of some uncommon Indian essential oils. These with others that are familiar are labelled as follows: Jungle neroli, lantana, pomelo, hill pepper, false costus root, guava, cinnamon flower, etc. The essential oils shown in the Mysore Court constitute the largest display of these products in the India Pavilion. The most important one is B. P. sandalwood oil, the production of which is a virtual monopoly of the Mysore Government. Large show bottles of the oil are displayed by the Essenflour Products Co., Ltd. Indian thymol from ajowan oil and eugenol are also shown.

GERMANY

GERMAN PHARMACOPOEIA.—The German Board of Health announces that the work of preparation of the new edition of the pharmacopoeia is now so far advanced that the complete work will, in the absence of unforeseen circumstances, be available on October 1, 1925, in which case the new work will become the official standard from January 1, 1926.

ITALY

SICILY'S ESSENTIAL OIL CROPS.—The 1922-23 season yielded a fine harvest of lemon and bergamot oils and was a good average as regards orange oil. In conjunction with these good harvests, the prices at the commencement of 1923, calculated in gold, for lemon and bergamot were the lowest of the last ten years, and the price level of orange was also very low. Owing to the demand for exportation, the prices of these three oils, however, steadily increased during the year. Orange oil, which is always an object for speculation, rose sharply in the summer months. According to a report by the Swiss Consulate at Catania, the price of lemon, bergamot, and orange were also high, but, when converted into gold, they are in reality moderate in comparison with the average of former years. The production for the 1923-24 season is estimated at a good average for lemon and bergamot oils, but it is assumed that for

orange, owing to the large export of this fruit in cases, the yield of oil will be less than in 1922 to 1923. As there is no reason to assume that the demand for oils will decline in 1924, there is no probability of any fall in prices, says a correspondent. The quantity of oils exported has been steadily increasing for some years.

JAPAN

MENTHOL EXPORTS.—Total exports of menthol from Japan during 1923 amounted to 227,119 pounds of the value of 3,454,000 yen. The exports included 10,847 pounds to British India, valued at 149,000 yen; 19,973 pounds to England, valued at 313,000 yen; 9,524 pounds to France, valued at 136,000 yen; 10,450 pounds to Germany, valued at 159,000 yen; 151,457 pounds to the United States, valued at 2,325,000 yen, and 24,868 pounds to other countries, valued at 372,000 yen.

PHILIPPINES

PERFUME FACTORY BURNED.—The essential oil manufactory owned by M. Johnson at Cavite was badly damaged by fire recently according to advices received at Manila. It was estimated that \$25,000 worth of ylang-ylang, together with machinery and valuable fixtures, was destroyed. The fire occurred at night and nobody was on the premises at the time. Men from the Cavite Navy Yard went to the rescue, but locked doors hindered their efforts and only a part of the factory was saved.

RUMANIA

NEW EXPORT TAXES ON PERFUMERY, ETC.—New export taxes have been established in Rumania, according to the *Monitorul Oficial* of May 30, 1924. Among the items quoted are these: Perfumery, toilet articles (as powder, mouth washes, hair lotions, tooth pastes) 1 leu per kilo; Eau de Cologne 0.50 leu per kilo. These commodities are exempt from the 2 per cent commission tax.

(A leu formerly was nearly equal in value to a French franc, or about 19 cents American. The United States Treasury in July quoted a leu at close to half a cent.)

SPAIN

SEVILLE OLIVE EXPORTERS ASSOCIATION.—After much agitation over a period of years, the principal olive exporters of Seville have organized an association under the name, Asociacion de Exportadores de Aceitunas Sevillanas, Canovas del Castillo 57, Seville, Spain. The idea has existed for some time that the interests of olive exporters and curers of the Seville region could be aided materially by banding together. The Association is composed of the leading exporters, some of whom are also curers. One object is to stimulate the consumption of olives in all foreign countries by advertising and similar forms of propaganda.

OLIVE OIL ESTIMATES PESSIMISTIC.—The Spanish olive oil market has shown little activity of late. Contrary to May reports from Spain, which stated that great hopes were entertained by olive growers that this year's crop would be well above normal, the estimates with regard to the new crop are now pessimistic.

OLIVE OIL EXPORT DUTY.—The Spanish export duty on olive oils, not excluding sulphur olive oil, has been fixed at 20 pesetas per 100 kilos for the month of September.



POSTER SERIES STARTS AN INQUIRY ABOUT WHO FIRST MADE SOAP FOR SHAVING

An interesting question is agitating soap manufacturers at present. In establishing a series of advertising poster campaigns the claim is made that the J. B. Williams Company is the oldest manufacturer of shaving soaps in America—and why not in the world? The poster advertising stresses the company's newest product, Williams' shaving cream, and the 24-sheet posters are all cleverly put up and well designed. The same symposiums of appeal to the public would be catching in any style of advertising. The utility of poster advertising and other similar publicity outside of magazines and newspapers is becoming problematical, except possibly in the large cities in places where most persons are not offended by the intrusion of large, glaring and sometimes inartistic trade announcements.

The Williams posters are very fine and their value can best be settled by the results. It is significant, however, that some other big concerns, which formerly spread their soaps all over the landscape have either ceased doing so or have taken steps in that direction.

The J. B. Williams Company started in the year 1840 and the claim is made that it then began to manufacture shaving soap. This would be the 84th year and the company surely is entitled to the credit, unless some other claimant might make a case against it. The reign of razors and the abandonment of beards gained little general headway until after the Civil War and it is only within the last twenty years that the majority of men have discarded mustaches.

Who first made soap for shaving? While the Williams Company was established in 1840 it is a matter of record that Colgate & Company began business in 1806. The question now is: When did Colgate & Company begin making shaving soap as for that purpose? The question also arises: Was not soap of the ordinary kind used for shaving before brands were put out especially for shaving purposes? When actually was soap first made *exclusively* for shaving?

Some inquiry in the Colgate establishment discloses the fact that the date when the firm started to make shaving soap is hidden more or less in the evolution of the industry, but for a long time prior to 1862 it made shaving soap. It was in 1887 that Colgate had a product called the Pavonia Shaving Tablet, which was the forerunner of the present day shaving stick. The Pavonia tablet was a long, oblong piece of shaving soap.

In May, 1888, the first Colgate shaving stick was put out as the Colgate's Demulcent Shaving Stick, which was a round stick of soap put up in a round cardboard box. In the directors' room of Colgate & Company is a case which shows the very interesting evolution of the shaving stick

(Continued on Page 413)

ERRORS IN ADDING FAT IN PREPARATION OF TOILET SOAPS AND CONSEQUENCES*

By DR. BERGELL.

If one takes up a good handbook on soap making, varying fat additions are given for the different soaps, which are considered correct. In this connection there is naturally a regard for the relation between the manufacturing cost and the fat market. Yet this consideration is essentially decisive in its consideration of competitive production.

However one may not be guided entirely by this viewpoint, and that one must always reckon with certain preliminary considerations, in order to produce a good product free from objection, is shown by the numerous defects and objections, which have made their appearance in recent time in the sphere of toilet soaps. The principal cause is to be sought in the addition of fat that is too hard, since there entered into the preparation in large proportion products which were rated as tallows, but were in reality strongly hardened fish oils. But goods prepared in this manner are exposed in these days to the most serious objections. The roughening of toilet soaps during use, failure to form suds, glassy appearance, the formation of a grit, and the tendency of the soap to crack and scale, are defects which are criticized at present far more than ever. If one seeks the reasons for these defects, it is not only errors in the preparation which appear as causes. These are insufficient alkalinity, insufficient purity in reference to salt content in consequence of too small a niger while drawing off the neat soap, use of too large quantities of potash lye during saponification, too rapid or too slow drying of the chips, etc. Two strong dependence upon the fat market which is thrust into the foreground is also a cause, a tendency which cannot be repressed even by the best technical workers in the factories.

Good materials for base soaps permit the recognition of the effort to use, beside hard fats and such fats as yield hard soaps without being hard themselves, such fats in sufficiently large proportion as will produce soaps less brittle, and which thus impart to the resulting soap product a certain softness, or better homogeneous pliability.

To this is added that the soaps of such fats possess greater hygroscopic qualities than those from stearin-rich products, and in this way prevent the too great drying during storage. Since such soaps are not in the market, and consequently, with increasing tendency to dry out, there exists the danger that the finished soaps suffer in storage internal and external changes in structure which remain not without effect on the quality and appearance of the soaps. If now one takes up a list of fat offerings, it is quite intelligible that the merchant today refers to buy tallow, and seeks to avoid the additional use of the more expensive fats, and thus the time of reclamation begins.

The co-operation of merchant and manufacturer is unavoidable; when in times of abnormal relations this co-operation fails, the manufacturer will always have to struggle with unnecessary difficulties in one direction or another.

In the following lines are pointed out a few entirely physical appearances which show up in normally produced toilet soaps when in their manufacture too large quantities

* Seifen-Ztg., Vol. 51, No. 24, J. B., 1924.

of hard, that is stearin-rich fats have been used. These manifestations cannot be remedied by using for saponification in place of only sodium lye also potassium lye, as has been often attempted. Physical properties of this kind, which manifest themselves distinctly, include among others, the tendency to crystalline structure which becomes more pronounced during the after-drying of the milled cakes. It manifests itself by the appearance of a white coating, which works out through the pores formed in drying, by capillary action, in case small quantities of zinc oxide or the like have been worked into the soap for the purpose of improving the color. Furthermore the hard edges of the dried chips are then not sufficiently hygroscopic to permit the exchange of moisture with the more moist core during the milling process. The result then is, that there exist side by side forms of soap very dry, almost insoluble in cold water and moist soaps soluble in cold water. The latter are dissolved out, while the former yield a gritty feeling on the surface. If the finished cakes have been stored for a considerable time, then the entire surface of such soaps prepared with too hard fats is dried out too much, and in the beginning lathers with difficulty.

The soapmaker seeks by addition of potassium lye to remove these defects, and at the same time to obtain cream-like, fine suds. If by this method the formation of suds is favorably influenced, there arises on the other hand the danger of the appearance of another defect. The cakes now easily assume a glassy appearance, and that without achieving the desired result; for even the potash salts of certain fatty acids form only slightly hygroscopic salts.

It lies outside of the scope of this essay for me to give general directions for the correct selection of materials, considering the many-sided nature of the customary and possible fat additions. This is better determined by reference to computation and the demands of the various finished products, for each individual case, and this most feasibly by making use of the market conditions of the individual fats and oils. However, this consideration alone should not be decisive, as this discussion shows.

THE GLYCERIDES OF THE HOG FATS

1. Analytical Part. C. Amberger and A. Wieschahn.—By the investigations of A. Bömer it is proved that hog fat contains 3% of palmitodistearin and 3% of stearodipalmitin. The article in question may serve for the separation of hog fat into further glycerides and the determination of their composition.

For the investigation was used fat I, a net fat from Summer killings, fat II and III from belly lard, and fat IV, a mixture of net fat, entrail fat and dorsal fat with the following code numbers:

	Fat I	II	III	IV
Saponification No.	197.5	195.8	195.5	196.1
Iodine No.	53.92	54.72	51.45	49.18

The composition of the fatty acids from the initial fat III was: palmitic acid 7.8 per cent, palmitic acid 32.2 per cent, oleic acid 60.0 per cent.

The separation of the glycerides was successful partly by fractional crystallization from various solvents, like ether and chloroform. The liquid glycerides were in part sought to be changed by gradual cooling into the solid state of aggregation and were then separated by centrifugation. Partly a separation was also effected by allowing solutions of definite quantities of the glycerides in acetone to cool to 0 degree, at which point two layers were formed of which the upper one contains the more strongly unsaturated glycerides. When these methods failed, the liquid glycerides were hydrated, whereupon then a further separation by fractional crystallization was possible.

Of fat I there were extracted from 1010 g by crystallization with ether 10.9 per cent of insoluble and 89.1 per cent of soluble glycerides; another portion of 750 g of fat yielded 89.2 per cent of glycerides. By crystallization of these soluble glycerides with absolute alcohol were obtained very beautifully gland shaped and star shaped microcrystals, which after re-crystallization melted at 42 degrees and

conformably with iodine number 28.25, saponification number 190.42 and molecular weight 282.1 proved to be Oleodistearin. The attempt to obtain further glycerides by fractional crystallizations was not successful in consequence of disintegration phenomena under the influence of atmospheric carbon dioxide. Only after hydration was it possible to isolate a mixture of tristearin and palmitodistearin.

Of fat II there were separated from 1000 g. of fat, by crystallization from ether, 170 g. equal to 17 per cent of insoluble glycerides; the melting point stood at 55 deg., and after re-crystallization rose to 58 per cent. These glycerides form the part of the pork fat already examined by Bömer. From the waste ether solutions left over from the crystallizations, after treatment with steam in the carbon dioxide stream, substances were obtained which filtrated slowly and melted between 10 and 15 deg. which separated by use of ether at 5 to 6 deg. into an oily part and a solid portion which melted at 31 deg. These and other fractional results obtained in similar manner, with melting points 28.8 deg., 29.3 deg., 31.2 deg., 36.9 deg. and 38.0 deg., led through further fractional crystallizations, finally to a glyceride with a melting point of 41 deg., saponification number 196.1, the average molecular weight of the fatty acid 273.5, stearic acid content 35.84, iodine number 30.09. These values correspond to those computed for oleopalmitostearin. The separation of the oily glycerides by treatment with acetone miscarried again in consequence of disintegration action; however for the oils which solidify below or at 0 deg. a much higher iodine number (57.17—64.77) was established than belongs to palmitodistearin (59.10).

From the ether-soluble part of fat III a homogeneous undecomposed glyceride was successfully separated by the acetone solution method. The rectified body remaining after evaporation of the acetone, by its saponification number 195.9, its iodine number 59.17, the amount of saturated acids of 30.2 per cent, and its molecular weight 258.5, corresponded without doubt to the palmitodistearin, which was therefore an essential component of the pork fat investigated.

In the ether-soluble part of another sample of pork fat with the saponification number 195.7, and the iodine number 52.89, after hydration undertaken by Dr. Normann, with a nickel catalyzer up to the iodine number 1.60, about 6.5 per cent of tristearin besides 93.5 per cent of α -Palmitodistearin was proved to be present.

On the basis of the established code numbers, as well as the composition of the isolated glycerides the approximate composition of fat III may be indicated as follows:

3 per cent of palmitodistearin, 2 per cent of stearodipalmitin, 2 per cent of oleodistearin, 11 per cent of oleopalmitodistearin, 82 per cent of palmitodistearin.

It is to be noted that in the investigation of the fats in question the absence of triolein in appreciable quantities was established, although it is not to be doubted that triolein and also glycerides with strong unsaturated acids may occur in pork fats, if, for instance, fatty acids from fats in the fodder containing linol acid have passed over into the body fat of the pigs.—*Zeitschr. f. Unters. Nahr. u. Genussm.* 1923, 46, 276-291.

Co-operative Soap Trade in Britain

Reports just received for the half year which ended June 28 show that the transfers from the Grangemouth Soap Works of the Scottish Co-operative Wholesale Society to its distributive departments totalled £157,926, as compared with £151,335 in the corresponding half year of 1923, an increase of £6,590, or 4.4 per cent. In addition the direct sales from the works amounted to £13,527, an increase of £3,952. The expenses were £24,392, of which £14,811 were for wages, £1,870 for power, lighting, and heating, £622 for Corporation electricity, £1,211 as interest. The stock at the end of the term was £37,999, as compared with £50,416 at the beginning. A dividend of 4d. in the £ is being paid on the purchases of societies.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

INTERESTING PHASES OF THE GLYCERINE MARKET

The recent recovery in glycerine prices has attracted the attention of all interested even to the slightest degree in this market. The slump in glycerine which brought prices to below pre-war average levels has been only partially understood and the recovery of the market during the last two or three weeks has been even more of a mystery to those only casually interested in the situation. The advance has been a source of surprise even to some of the best informed buyers. They had believed that glycerine was in the dumps, there to remain for many more months. In fact, they had given the matter practically no thought at all unless it was to congratulate themselves upon the fact that they could get glycerine supplies at below their old pre-war cost while they were paying from 25 per cent to 100 per cent higher for everything else in the way of chemicals which they were called upon to purchase.

In order to fully comprehend the reasons behind the late advance in prices, it is necessary to outline briefly the position of the glycerine market during the last few years. Prior to the war, glycerine, while always a highly speculative commodity, could be trusted to move within certain fairly well defined limits.

Market Run Up by Speculators

When the market was run up by speculators, the buyers just naturally stayed away from the article, knowing full well that it would have to come back to normal again. "Normal" at that time was somewhere in the vicinity of 18c per pound for chemically pure goods. When the price went to as high as 21c or 22c per pound, buying was checked. When it dropped to 14c or 15c per pound, it was a buy and there was a good demand. As a matter of fact, just prior to the outbreak of the war and in fact until September of 1914, glycerine was apparently steady at about 19c per pound. At this level a fairly active if not rushing business was being carried on to the satisfaction of both the buyers and the sellers.

The continuation of the war altered this situation materially. The demand for glycerine for the manufacture of explosives naturally increased enormously. At first, this was largely an export inquiry and as such had less effect upon the market than would similar domestic buying. But the manufacture of munitions and explosives in the United States soon reached proportions where the inquiry for the material exceeded any possibility of production. Naturally, the output was tremendously expanded at that time and later but it could not keep pace with the demand. As was the case with all materials entering into the production of munitions, the price rose to unprecedented levels. Close to 70c per pound was paid during 1917 and 1918 for glycerine in New York and even higher levels would have been cheerfully paid had there been enough material available to take care of the tremendous demand.

Suddenly as this advance took place, the reaction was even more sharp when the war came to an end. At the time of the armistice in November, 1918, the price stood well above 60c per pound. By the middle of December it had dropped to 22c per pound and from there to 18c by March, 1919. There was a slight recovery in prices during the inflation of 1920, but when that was over, a continued decline set in which brought prices down to below 15c per pound by 1921.

Had conditions been anything like normal, this would have been the signal for renewed purchasing of glycerine by the consumers and the price would doubtless have rebounded to around 20c per pound or higher. But conditions were far from normal. In normal times, the consumption of glycerine is fairly constant. The principal consumers are, of course, the manufacturers of explosives and explosive mixtures and compounds. This use alone could be so well estimated and the seasons at which the explosives manufacturers would probably be purchasers were so well defined, that the market could be estimated with something approaching uncanny skill by those who operated in it. In fact, the market moved pretty well by the needs of the explosives manufacturers. When they needed goods, there was a firm market. When they were not buying, it eased off pretty sharply at times.

The tremendous expansion of the explosives industry during the war resulted in over capacity for production during times of peace. At the same time, the close of the war found this government and to some extent, the governments of all of the allied and associated powers, with stocks of explosives on hand far greater than they could ever use in time of peace. Most of these supplies, it is true, were in forms not at that time deemed suitable for peace time purposes. The use of these very high explosive materials had been frowned upon by the authorities before the war even where facilities for using them had existed which was the case in but few of the explosives consuming industries. However, there were tremendous stocks of suitable and permissible explosives available and these were immediately liquidated by the various governments holding them. The destruction of some of the high explosive materials was attempted but not much was accomplished along these lines.

Somewhat later, careful research indicated that the use of these high explosive materials under due safeguards was feasible in peace time work and they were in turn diverted to these channels. The surplus stocks of these materials has not yet been wholly absorbed and will not be for some time, although the government is not letting them into trade as rapidly as was the case at the outset.

Huge Explosives Surplus

Naturally with glycerine tremendously over-produced at the close of the war and the use of peace time explosives not materially greater than it was in 1913 and 1914, the surplus of glycerine could not be worked off. In fact, it is only recently that surplus supplies have been fairly well absorbed and the glycerine producers have been able to see anything like a satisfactory market ahead.

Just how much the use of high explosives in industry has affected the sale of nitroglycerine and dynamite, it is impossible to determine. That it has had such an effect cannot be doubted, however. In some states, the use of picrates in farm blasting has become common to the great detriment of the dynamite trade. In this, the government has played an important part by its attempts to educate the farmer to the use of the high explosive material and by offering for sale and selling, its surplus war stocks at prices, which, considering their efficiency, were far below the levels at which the powder people could supply dynamite.

In the mining and quarrying industries, there has also

been some turning to the higher explosives, but owing to the dangers and difficulties besetting their use this has been less important than has the change in methods of farm blasting. However, it has seriously interfered with dynamite sales and has had an effect upon the prices procurable for dynamite and nitroglycerine in instances where it has not actually supplanted them.

In addition, there has more recently come into use, a new material for blasting purposes in the form of liquid oxygen. As yet, its inroads into the explosive field have been more theoretical than real. The use of this material for blasting depends upon the fact that its liquefaction is possible only under the most extreme conditions of temperature and pressure. The release of these factors immediately brings about an explosive transformation of the oxygen into its natural gaseous state together with tremendous application of power owing to the sudden increase in its volume. Its advantages are said to be its safety in handling and storing and its freedom from the production of poisonous gases when used in a confined area or chamber. Initial experiments proved its worth but there yet remains very considerable work required to bring it into popularity. However, its effect has been felt and seems likely to be felt still further in the future.

A minor cause of the slump in glycerine is to be found in the fact that one of the largest explosives producers is now erecting a plant for the preparation of its glycerine by synthetic methods. Its process is said to be extremely simple and effective, as well as economical, although not much has as yet been published in regard to it.

The Reaction Begins

So much for the recent sharp reductions in prices. It remains to discover just what has happened to bring about the upward reaction of the last few weeks. Doubtless one of the principal reasons exists in the fact that the product was being manufactured and sold at an actual loss to many of the refiners. Such a state of affairs can exist, but it cannot continue for very long. There must be a margin in the business for some one or the price will advance owing to curtailed production. This has happened to some extent in glycerine.

At the same time, a more pronounced and spectacular although possibly not more potent cause for the advance was the destruction of a large proportion of the excess stocks of explosives held by the government and by private individuals at Nitro, W. Va., by the fire and explosion which took place there some two months ago. It is notable that following that disaster, the release and disposal by sale of surplus explosives was immediately considerably reduced.

Some factors also profess to see a political reason back of the withholding of high explosives from public sale and hint darkly of dire things to be experienced in the future for which the government is now preparing. This is extremely fanciful to the average mind but even the thought of such an event might easily have a strong psychological effect upon market operations. Less than the rumors heard in regard to glycerine and explosives have created panics in the stock markets.

There has also been a considerable amount of difficulty recently in securing supplies of crude glycerine for refining. In fact, it is in crude grades that the recent advances in prices appear to have originated. Just how short supplies are cannot now be determined nor can it be said that the shortage is entirely natural or that all available stocks are being freely offered in the market. The shortage is not serious, but it is more than sufficient to bring about the recent advance. Whether it can sustain an advance or bring about still higher prices cannot yet be determined.

Prices May Advance Further

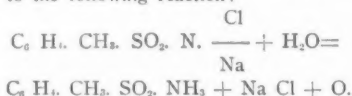
As for the future of the market, it may be said that even at present prices glycerine is far cheaper than are most chemicals. A carefully compiled index of chemical prices shows that the average of these prices is now at least 40 per cent above the pre-war levels. Glycerine, even at the advance is less than 1 per cent higher than the pre-war level. This would seem to indicate that an advance of 40 per cent in glycerine prices would only bring them into relation with chemical prices as a whole.

However, it does not seem likely that so startling an advance will take place. The forces mentioned in the earlier part of this article as reasons for the recent declines are still partially operative. Enough glycerine is produced normally for all requirements. There are still surplus explosives available, although in reduced quantities. Liquid oxygen may well have a considerable effect upon the future market. Synthetic may well replace natural glycerine in the operations of some manufacturing consumers. On the whole, while higher prices are apparently warranted, the possibility of much of an immediate advance does not seem very bright.

Everyone will admit that there should be money in glycerine for the producers. It is stated that at 24c for chemically pure, there is a fair margin for the refiners. This, under present conditions in the chemical industry would not be an excessive price. In fact, it is now considered as a mythical "normal" by some factors in the industry. It is suggested merely as a hint of what the refiners anticipate and in no sense as a prophecy. Prophecies on glycerine prices have proven costly many times in the past. There is no reason to expect that they will be more successful in the future. The facts, as given in this article, should aid in clarifying the glycerine situation for producers and buyers alike. In any event, they indicate what influences have been at work in depressing the market and what influences have lately arisen to offset them with an immediate effect upon the price situation.

A NEW BLEACHING COMPOUND

The per-salts and ozone have recently been succeeded by a bleaching compound, sodium toluolsulfo chloramid, built up on entirely new foundation. It has the following formula and acts evidently by splitting off of active carbon dioxide according to the following reaction:



The official experiments have so far shown that this bleaching compound does not attack cotton fiber. It is distinguished from hypochlorite and perborate by slow self-disintegration, whether by heat or cold; it may therefore be used in the bath. Also toward cotton fibre it is comparatively indifferent both in heat and cold. This is also an explanation of the fact that it causes oxycellulose formation only in a slight degree. Compared with hypochlorite it also shows a diminished bleaching rapidity, bleaching in some cases several times, in other cases several hundred times more slowly than hypochlorite. For these reasons the new bleaching compound is naturally less suitable for intensive bleaching processes (the bleaching of raw fiber) than for gentle bleaching processes such as are demanded in laundry work. In this sphere of use it will above all compete with perborate, over which it has the advantage of being less destructive of the texture of garments.—(Mitt. a. d. Materialprüfungsamt, through Seifen-Ztg. 51, No. 9 p. 134.)

British Wit Links Lavender and Laundry

A Birmingham paper points out that the laundry is, etymologically, related to the lavender. From the Latin *lavare*, to lave or wash, we derive such words as laundry and lavender. A laundry is a place where washing is done by a laundress, and through the Italian we arrive at *lavanda* and lavender—the plant which is laid among the freshly washed linen. One authority says lavender was so named "from its being used in washing," just as soapwort, soapberry, and soapbark were, but we do not know that it possesses any saponaceous properties.—*London Oil & Color Trades Journal*.

NEWER METHODS IN THE SOAP INDUSTRY*

By Dr. K. LOFFL

Soap is an alkaline salt of a fatty acid. The kind of fatty acid, and the kind of alkali, as well as the proportion of the mixtures of fatty acids and alkalies, controls the kind of soap. Soap manufacture may therefore be considered as a game of chemico technical combination with very many technical possibilities, similarly as the preparation of dyes is a purely chemically synthetic game.

Soap (if one leaves out of consideration the making of soap by the cold process, which is today almost obsolete) is prepared by heating the fats or fatty acids with alkali in presence of water; by stirring to the boiling point, in other words, by boiling.

If, therefore, I entitle my discourse "Newer Methods in the Soap Industry," then I may, in accordance with the above definition for the preparation of soaps, treat it under two heads:

1. Recent data regarding raw material, fats, fatty acids, alkalies.
2. Recent data concerning the manner of preparation and appliances used.

Concerning raw material this is to be said:

Fats and the fatty acids obtainable from them are a natural product of plants and animals. Their quantity production is, therefore, above all dependent upon soil and climate.* * * It was natural to try to prepare fats and fatty acids synthetically. If now one lays before a synthetic chemist, who is not burdened scientifically with the literature of this special field, the problem of preparing fats and fatty acids, he is apt to start out from the fundamental idea that one arrives at organic acids, which contain only the elements carbon, hydrogen and oxygen, by loading with carbon dioxide the molecules of the aldehydes and alcohols whose formulæ are near them in their degree of oxydation. However, alcohols and aldehydes composed of carbon compounds of such high complexity as the fatty acids are not available. It is therefore necessary to rely upon the carbonic acid solutions themselves. These we possess abundantly in brown paraffin and at comparatively slight expense.

But all efforts at transforming paraffin into fatty acids have to date found no successful application in technical practice. The reason is that it was not possible, even for the experimenters on a large scale who worked on the problem to pay back their expenses for appliances. So this experiment also has failed. I desire to demonstrate this, however: That according to my experiences it is possible to convert paraffin and paraffin oil into fatty acids so far that soaps can be technically produced which are in every respect usable and economic, that is, capable of meeting competition in their manufacture and in trade.

A further experiment to produce fatty acids consists of sulfonating high molecular hydrocarbons of a hydro-aromatic character, that is, cyclic combinations, and to transfer into alkaline combinations the compounds thus possessing acid characters.

On a large scale this has so far been tried with sulfonated tetrahydronaphthalin, with tetralin. Potassium and sodium tetrahydronaphthalin-sulfonates have physical properties which apparently make them suitable as substitutes for fatty

acid alkalies. In other words, their capacity to produce emulsion in watery solution is considerable. The alkali combination of these sulfo-acids is not yet advisable, since the external form resembles too little that which one understands by soap; at the same time it is well possible to substitute as much as 30 per cent of sulfo-acids for the fatty acids of the soap.

A third way which results in a product that is usable in place of fatty acids for soaps, in accordance with present experiences, is oxidized montan wax.

All these three more recent raw materials should in our present situation be employed in the washing soaps used in general consumption in the household and in the laundries.

In regard to the raw materials formerly used, the natural fats, oils and fish oils important innovations cannot be reported, apart from the hardening, and hydration of fats and oils well known today. Otherwise are to be reported only small details regarding the refining and improvement in quality of these products, and small economically important and supposed improvements have been made public. If one goes to the bottom of these, they are at best tricks of manipulation, nothing more. A procedure important in soap making is the splitting of the neutral fats. This splitting of the fats, as is well known, is technically accomplished in one of two ways, namely, either by using the so-called saponifiers or by autoclave-splitting, that is, by heating under pressure.

In regard to the splitting with saponifiers, the organic sulfo-acids or sulfo-acid mixtures, I desire to report the following innovation, as belonging here: The working of the saponifiers I had heretofore represented to myself as consisting of two partial effects, of which the one partial effect is purely physical, the other purely chemical. The chemical effect I imagined to be principally in form of a disturbance of the chemical equilibrium in the splitting mixture, i. e. in the working process. It is the sulfo-acid especially that separates from the splitter. Proof of this, my viewpoint, I found in this that I was able to increase the rapidity of splitting of a saponifier by adding of 96 per cent sulfonic acid in the same amount as I had added saponifier. Upon the citation of experimental data I will not enter either here or later in this article, since the publication of the problem in its entirety is to be stated in connected form, and requires very much room, even in a partial effort at a technical explanation.

The second partial effect consisting in my judgment in this, that the sulfo-acid constitutes an emulsion promoter between the fat and water, and thus aids the splitting process by more intimate and more many-sided contact. This viewpoint I was also able to prove by carrying through splittings, it is true under pressure of two atmospheres, only by addition of ½% of a good emulsion agent (e. g. cyclo hexanol). Complete proof of the fact that the splitting power of the usual saponifiers is a combination of the two partial properties, I had in the splittings which I carried through with the usual fat-water mixtures by the addition of 1 per cent of neutral emulsion producer and ½ per cent sulfonic acid. With this additional splitting mixture I was able, by the generally customary working process under control of another saponifier, to split just as thoroughly and quickly. Besides, the splitting could be hastened when I increased the

*From Zeitschr. d. Deutsch. Ol-u. Fett-Ind., vol. XLIV, No. 24, June 12, 1924.

emulsion agent. This was done partly by increasing the percentage of the emulsion agent, but practically better, since no impurities came in through the agent, and also cheaper by the fact that I undertook the splitting process under vigorous crutching with the acid of an approved agitator, which has also proved valuable in analogous processes. The use of this crutching machine was especially demanded on the ground of observations, and of excellent, simply surprising results, which had previously shown themselves in experiments for the preparation of sulfurated oils (sulfonated castor oils).

It is today no longer possible, and can no longer be expected of anyone, to freely give over to the knowledge of the general public, and thereby to free use, results which give prospect of economic exploitation. Therefore in the following, mention is briefly made of the process for splitting fatty acid esters of all kinds with the aid of an emulsion agent, of a small quantity of mineral acid, and by the additional acid of a really emulsifying crutching machine according to form and structure of Figures 1 and 2 the neutral fat, the necessary quantity of water and acid, as well as the emulsifying agent are placed. By means of the steam evil the mixture is heated, and the crutching machine is put in motion. In a few moments the entire mass is a thick white emulsion, and not long afterward, the splitting has been accomplished.

Now as regards the raw materials, there remain in conclusion to be treated alkalis. As alkalis for making soaps there have always been used sodium and potassium hydroxide, in aqueous solution, especially when neutral fats or mixtures of them are used. As an essential innovation is now to be mentioned here the use of calcium carbonate in soap manufacture, which has been introduced by Kriebitz in all countries. It is too well known, and time is too short to refer to it here in greater detail. To a certain degree analogous to this method is now the so-called sodium chloride or common salt saponification. Caustic and also alkali carbonates are becoming ever more expensive, and are especially so at present. The thought occurred to exploit the process of electrolysis of common salt, which technically leads to caustic soda and calcium chloride combinations, and to the preparation of soap as well. In the first place, however, this is not possible by reason of the chlorine present, but another way was found, in this connection, which is technically workable.

(To be Continued)

Fears Maidens Will Not Heed Soap Advs.

(From the News, Springfield, Mass.)

We know there must be a lot of Palmolive soap sold, but fully believe that it is in spite of rather than as a result of the company advertising. What's the use of exhorting the multitude to spend its jack to "keep that schoolgirl complexion" when every properly brought-up maiden knows that the place where it ought to be will be covered an inch deep in paint and rouge long before the ravages of the roaring twenties get a chance to rough it up?

SIGNIFICANCE OF THE ALDEHYDES AS ODORIFEROUS SUBSTANCES—HYDRO-CINNAMIC ALDEHYDE

BY DR. GERHARD SCHMIDT

There are still frequently to be found manufacturers of soaps and perfumes who decline to use artificial perfumes, and who would absolutely prefer the long established essential oils. If one considers the essential oils in accordance with the chemistry of their aromatic principles, one finds foremost aldehydes, then ketones, alcohols, esters, phenols, phenol-ethers.

Bitter almond oil (with benzaldehyde), citronella oil (with the aldehyde citronellol), are probably of old the most frequently used essential oils. To these are added, as oils with aldehyde perfume principle, cassia oil (with cinnamic aldehyde), lemon grass oil (with the aldehyde citral).

Among artificial perfume substances with aldehyde character benzaldehyde, cinnamic aldehyde, anisic aldehyde, heliotropine and vanillin have probably been generally accepted by the perfume and soap manufacturers. Cinnamic aldehyde is unfortunately not yet generally favorably considered; it is far superior in fineness to the Chinese Cassia oil, which contains only 80 to 85 per cent of cinnamic aldehyde, and in price it is only half as costly. The synthesis of cinnamic aldehyde is a German invention, and for this reason, inasmuch as it is prepared with least expense in Germany, the considerable import of Chinese cassia oil should be restricted as much as possible.

An unfortunately not staple perfume, beautifully fragrant of hyacinth, is phenylacetaldehyde, which by reason of its great sensitiveness to alkalis, and its instability, cannot be recommended generally for soaps and perfumes.

Chemically, and by reason of its odor, hydro-cinnamic aldehyde (also called phenylpropionic aldehyde) stands near to phenylacetaldehyde. It possesses an overpoweringly strong flower fragrance, but in contrast with phenylacetaldehyde, is uninfluenced by alkali, therefore suitable for soaps, and of unlimited stability. According to its chemical structure it is the homologue next to phenylacetaldehyde.

Formula for phenylacetaldehyde: $C_6H_5CH_2CHO$.

Formula for hydro-cinnamic-aldehyde:
 $C_6H_5CH_2CH_2CHO$.

Constants: Pure freshly distilled hydrocinnamic aldehyde is an absolutely colorless liquid; the specific gravity at 15 degs. is 1.018; the boiling point at normal pressure is 208 degs., in vacuo at 10 mm., 105 degs.

The fragrance of hydrocinnamic aldehyde is not so pronounced in its hyacinth character as that of phenylacetaldehyde, which makes it more serviceable for creating flower odors. In addition to its use for hyacinth, it is suitable for elder-flower, jasmin, lily, sweet pea, ylang-ylang, even for rose and carnation, by the use of necessary addition in each case. It enables the perfumer to enter the sphere of new creations in the art of tropical flower odors as well as fancy odors. Worthy of note is its extremely large productiveness, so that even by inconsiderable additions wonderful efforts may be produced.

To the chemist hydrocinnamic aldehyde has been well known, however, heretofore the establishment of the body (of this substance) was at so great a cost that it could not be made use of in the trade. As is now known, a certain perfume firm has established the manufacture of hydrocinnamic aldehyde on a large scale, and is offering the product to the market at a relatively low price.—*Seifensieder Zeitung*, 51, 16.

German Soap Patent C 31,375

Preparation of a neutral soaps base by the addition of decomposed albuminoids. *Patent Application:* Albuminoid substances in the form of proteins, albuminoids and amino acids are heated with soap with a large excess of alkali until the elimination of the ammonia formed. The excess lye is then combined with a metallic salt at the beginning of the thickening process of the grained soap high in water by crutching as it is added.

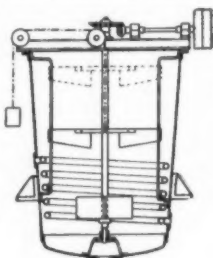


Fig. 1.



Fig. 2.

POSTER SERIES STARTS AN INQUIRY

(Continued from Page 407)

from that first piece of round soap in a cardboard box to the present shaving stick in its metal box and its convenient refill feature.

We do not know of any other firms that might contest for the honor of first making soap exclusively for shaving. In the claim made for the Williams Company nothing is said about shaving sticks and that may still be debatable. Information from the Williams Company would tend to show which of the two chief pioneers in sticks was in at the lead.

If there are any other claimants we would be glad to hear from them.

Regarding poster and similar advertising Procter & Gamble have announced that they are in sympathy with the movement to restrict highway advertising bulletins, where such bulletins mar civic or scenic beauty.

According to the statement of R. F. Rogan, advertising manager, "This company has never used a highway bulletin, as we have been very sympathetic with the aims and ideals of the various committees that have been formed to restrict such advertising. We foresaw this years ago, and we have been very careful in any outdoor advertising that we have ever done."

"The public should differentiate between highway bulletins and other painted display advertising that injures scenic or civic beauty, and regular 24-sheet posting on commercial locations."

Blowing Bubbles to Test a City's Soap Supply

Leonard Levy, city purchasing agent of San Francisco, faced the job recently of testing 24 tons of soap that had been bought for a year's supply for the municipal departments. Gingerly fingering one of the slabs of soap he looked puzzled as he remarked: "This job certainly takes the cake. It is the worst yet, bar none." Just then Miss Katherine McKenna, a fair employee of the office, suggested that she could test the soap easily by using it to blow bubbles.

"It is all a pipe," she said. "All you need to do is to blow soap bubbles. If the bubbles are nice, big and buoyant, the soap is all right, but if they are small and burst right at first the soap is poor."

So Mr. Levy got a clay pipe for Miss McKenna and she started the bubble test on the 24 tons of soap.

Swedish Vegetable Oil Industry

The Swedish vegetable oil industry has shown rapid development within recent years. In practically every line of the industry production shows an increase over that of pre-war years, and there is a marked change in the import trade in the basic raw materials. An export trade is being gradually developed in many lines, and although the exports are as yet small, they show a steady increase.

Procter & Gamble Naphtha Appeal Filed

The appeal by the Procter & Gamble Co. (which was foreshadowed in our last issue) from the Federal Trade Board's decision adverse to it in the naphtha soap controversy, has been filed in the United States Circuit Court of Appeals in Cincinnati by Charles Sawyer, attorney.

Potash Produced in Poland

The total production of potassium salts in Poland during 1923 shows an increase of 38 per cent over that of 1922, and a much larger gain over previous years. The total for 1923 was 61,503 metric tons.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

actively after the business early next month. At the same time, they will admit that they have done some contract business over 1925 with some of the large consumers and that this business has been put through at the prices now prevailing on prompt carlot business from works. The spot demand for alkalis has been slack and there has also been only moderate trading for export. Prices are holding up well and there is not as much shading at the moment as there was a few weeks ago.

Among the imported chemicals, the tone has been generally easy with the single exception of caustic potash which has sharply advanced in this market owing to temporary shortage here and stronger quotations from foreign sources. There is not much to be had and shipments from Germany are now held at very high prices.

Other Soap Materials

Rosins have shown no material improvement insofar as domestic inquiry is concerned but prices have again advanced during the month owing to the continued active inquiry from foreign sources. London and Hamburg have been heavy buyers of rosins in our Southern markets and each week has seen a comparatively large total moving to these ports. Stocks have not accumulated as rapidly as they usually do at this season of the year and, naturally, prices are firming up steadily.

Starches have been strong but without any great change in quotations. The recent advances have been well maintained and the movement of goods into consumption has been steady enough. Other materials in the group have been rather quiet, with no material changes in the schedules of manufacturers or dealers.

The Italian Glycerine Trade

Prior to the war the amount of glycerine exported from Italy was larger than the amount imported, but during the war shipments were negligible and large quantities were imported, chiefly from the United States. Since the war the Italian foreign trade in glycerine has not been important. Domestic manufacturers produce sufficient for local needs, and a small quantity of the crude is exported to London, Hamburg, and Antwerp. Some purchases through London are for shipment to New York, and occasionally direct sales to importers in the United States are effected.

Argentina's Vegetable Oil Output

A study of the manufacture of vegetable oils in the Argentine Republic has just been completed by the Argentine Bureau of Rural Economy and Statistics, and the results have been transmitted to the Department of Commerce in a report of Trade Commissioner George S. Brady, Buenos Aires. These results show a local production of nearly 50,000,000 pounds of the six chief vegetable oils during the year 1923. The figures for the production of olive oil are not yet available.

Soap Prices at Bradford May Advance

Consul Frank C. Lee, at Bradford, England, reports that in 1923 the demand in his district for soaps and wool-washing materials was comparatively not great because many of the mills were running on short time. Imports of American cottonseed soap were smaller on account of a considerable increase in price. Potash soft soap, also used extensively in the textile industry, while costing about the same throughout the year, may increase in price because of the advance in raw-material prices.

British Barber Leaves £5,000 Fortune to Peer

Lord Buckmaster, the Lord Chancellor in the first coalition Ministry during the World War, says the *New York Times*, has been made heir to an estate valued at nearly £5,000 left by a retired hair dresser, Norton Clark Richardson, who for many years was a popular barber at Cambridge, with many undergraduate customers.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal.)

Sales made during the latter part of last week, totaling about 600,000 pounds of New York extra grade at 8½ cents per pound, delivered to buyers' plants represents the present market although the general tone is only steady and the undertone none too strong. Greases of the better kind like Good Quality House Grease, in drums, can be quoted 7½ cent-7½ cent loose.

Markets in the Middle West and at Western points have been somewhat unsettled and reactionary with latest sales of garbage grease at a trifle over 6 cents per pound loose, f.o.b. shipping point. Lards as well as Cottonseed Oil are easy in tone and do not respond with an upward tendency. Sept. 15, 1924.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal.)

Since our August review there has been considerable activity in the Glycerine market and large purchases have been made of both Dynamite and Crude in this country and in Europe for American account and in the case of Dynamite the price has advanced 1 cent per pound. The rise in Chemically Pure may be said to be ½ cent per pound as 19 cents in bulk is now the general quotation, although some of the refiners are asking as high as 19¼ cents.

At present, there is a halt in the upward movement and a little less of a demand apparent for Crude and Dynamite, but the call for Chemically Pure is said to be unusually good. General business has not gone ahead quite as fast as was expected and reactions in some commodities, which have advanced sharply, are but to be expected. We are of the opinion that trade will be good from now on and if some prices do drop they are likely to recover what they have lost and perhaps gain something by the end of the year and this applies as well to Glycerine.

September 15, 1924.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal.)

Early this month following the break in cotton seed oil and tallow, coconut oil declined but, at this writing the market appears to have regained its strength. Sellers are now holding quite firm at 9 to 9¼ cents in sellers' tank cars for September forward delivery. Copra is decidedly firmer in the orient and as a result Manila coconut oil for shipments from the Philippines in cargo quantities is rather difficult to obtain. There is a good demand for oil from margarine manufacturers and also the soap trade, and from the general outlook it would not be surprising to see at least present levels well maintained for the next few weeks.

Cotton seed oil, when the new crop was actively traded in, declined to 8 cents in the south and a good deal of trading took place at this level. The general opinion is that this oil should have an upward movement shortly. Crude corn oil also dropped from 12 cents to 9 cents f. o. b. mill, and buyers, even at 9 cents, are few because of

the large difference in price between cotton and corn oils. Corn oil producers, however, are not inclined to shade 9 cents f. o. b. mill, for the present.

A few parcels of Lagos palm oil were sold this week at 8¼ cents New York for September-October. Spot stocks are very small and with sterling exchange holding firm, sellers are now asking 8¼ cents for Lagos and 7¼ cents for Niger. There is not much doing in olive oil foots, but the European Market is still comparatively higher.

September 12, 1924.

A. H. HORNER.

INDUSTRIAL CHEMICALS

Interest is centered in the forthcoming contract season on alkalis and while as yet there has been no formal announcement of prices, it is apparent that there is not likely to be any great change in the situation. Makers have openly stated that they are not anxious to make contracts as yet, although some of them indicate that they will go out quite

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, 8¼c. Edible, New York, 10¼c. Yellow grease, New York, 7¼c. White grease, New York, 8¼c.

Rosin, New York, September 15, 1924:

Common to good.....	6.10	I	6.35
D	6.20	K	6.35
E	6.35	M	6.40
F	6.35	N	6.65
G	6.35	W. G.	7.50
H	6.35	W. W.	8.15
Starch, Pear, per 100 lbs.....	\$3.87	@	
Starch, Powdered, per 100 lbs.....	3.97	@	
Stearic acid, single pressed, per lb.....	.11	@	
Stearic acid, double pressed, per lb.....	.11½	@	
Stearic acid, triple pressed, per lb.....	.13	@	
Glycerine, C. P., per lb.....			.19
Glycerine, dynamite, per lb.....			.18½
Soap lye, crude, 80 per cent, loose, per lb..			.12½
Saponification, per lb.....	.13½	nominal	

Oils

Cocoonut, edible, per lb.....	.11½	@	
Cocoonut, Ceylon, Dom., per lb.....	.10½	@	
Palm, Lagos, per lb.....	.08	@	
Palm, Niger, per lb.....	.07½	@	
Palm, Kernel, per lb.....	.09½	@	
Cotton, crude, per lb., f. o. b. mill.....	.08½	@	
Cotton, refined, per lb., New York.....	.10½	@	
Soya Bean, per lb.....	.13	@	
Corn, crude, per lb.....	.13½	@	
Castor, No. 1, per lb.....	.16½	@	
Castor, No. 3, per lb.....	.16	@	
Peanut, crude, per lb.....	.13½	nominal	
Peanut, refined, per lb.....	.16½	@	.17
Olive, denatured, per gal.....	1.20	@	
Olive Foots, prime green, per lb.....	.09½	@	.10

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.....	3.20	@3.20	
Soda Ash, 58 per cent, per 100 lbs.....	1.38	@ 1.45	
Potash, Caustic, 88@92 per cent, per lb.			
N. Y.07	@	.07½
Potash Carbonate, 80@85 per cent, per lb.			
N. Y.05¾	@	.06¼
Salt, common, fine, per ton.....	15.00	@24.00	
Sulphuric acid, 60 degrees, per ton.....	9.00	@11.00	
Sulphuric acid, 66 degrees, per ton.....	14.00	@16.00	
Borax, crystals, per lb.....	.04¾	@	.05¼
Borax, granular, per lb.....	.04¾	@	.05¼
Zinc Oxide, American, lead free, per lb....	.07½	@	.08¼

The American Perfumer

and Essential Oil Review

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ELECTION IS THE TIME TO FIGHT AGAINST CRAMTON AND OTHER BAD MEASURES

The election is now near for selecting not only a President, but an entire new House of Representatives in Congress and some few Senators to fill vacancies caused by death or expirations of terms. It is a time for our readers and all other business men to find out *before* election (and not *afterward*) what the views of candidates are regarding the matters of prime trade interest to them and vote accordingly, regardless of party affiliations. The issue with manufacturers and almost everybody engaged in trade is not platforms of party policy, but the willingness of the candidates to "carry on" in government with due regard to the needs and interests of the trade and commerce, amending bad laws and increasing the effectiveness of good ones. We have little concern with the propaganda of trying to force every person to vote, for the simple and obvious reason that a whim and unguided vote of a thoughtless person would more often than otherwise offset the vote of one of our readers who would have his business interests at stake and who would vote intelligently.

Everybody who is a candidate for Congress and favors the Cramton Bill should be defeated. It is an unnecessary measure and its only apparent purpose, which is offered as an excuse for it, putting the prohibition agents under the Civil Service Law, can be accomplished by an amendment of that law, but of course that is not the purpose solely of the Wheeler-Cramton contingent. Such an amendment to the Civil Service Law would be entitled to cordial support, if it should be accompanied with a provision to put the prohibition agents in uniform, as are most government employees of their grade, thereby protecting manufacturers and other citizens from blackmailers and crooks posing as prohibition agents.

There is no question but that the Cramton Bill as it stands, and probably anyway, should be beaten. The overtures of the Anti-Saloon League Greeks to amend it are susceptible to scrutiny, to say the least, after its passage in the House on false pretenses. Moreover it now appears that Cramton misrepresented the American Drug Manufacturers' Association as favoring the bill, his statements having called forth an emphatic repudiation from the organization. This will be found in our Washington Correspondence.

The trades want a unit in the Internal Revenue Bureau for the administration of industrial alcohol matters, separate from but not out of sympathy with the Prohibition Enforce-

ment Unit, now headed by the Prohibition Commission who seems to consider only the police end of the Volstead Law and practically ignores the vital business interests of the nation, if time may be taken by the string of edicts and stipulations that flow from his office to harass legitimate manufacturers using alcohol.

There seems to be no question that acceptance of an amendment to the Cramton Bill would be a dangerous surrender to the Anti-Saloon League. It has been pointed out repeatedly that there is no need of new legislation by Congress for creating a separate Industrial Alcohol Division in the Internal Revenue Bureau. It is an administrative measure and not a legislative matter.

Since our last issue both the National Wholesale Druggists' Association and the National Retail Druggists' Association have passed strong resolutions against the Cramton Bill. The demerits of the Cramton Bill are so well and unfavorably known to our readers that there is no need of reprinting what they have put on record.

Martin I. Ittner, chairman of the Committee on Industrial Alcohol of the American Chemical Society, in a warning to our industries, declares that prohibition "fanatics" have utterly disregarded the rights of the industries and have sought to place both prohibition enforcement and control of industrial alcohol in the hands of a despot responsible only to an authority like the Anti-Saloon League. He throws this light on the situation:

"On one occasion after the failure of passage of bills introduced by Mr. Volstead I happened to meet Mr. Wayne B. Wheeler, general counsel of the Anti-Saloon League in Washington, and we got to discussing prohibition legislation and he admitted to me freely that they had made a mistake in seeking such legislation without first consulting the industries.

"The Cramton Bill has never been considered by a committee of the Senate and it is doubtful that a dozen Senators can be found who know anything about it. The chemical industries of the country ask for a hearing so that objections to the bill may be heard and so that it may be considered on its merits. The prohibition forces seek its passage by short cuts and irregular means. They have always sought to prevent all hearings excepting only those where their side alone might be heard. They want no hearings for this bill.

"They now seek through the Cramton Bill to interfere unnecessarily with legitimate alcohol users. The industries want their objections to this bill to be heard. On the other hand Wayne B. Wheeler, directing the vote of the Anti-Saloon League by this nod, demands legislation that will increase the power of the office holders who hope to secure office through the support of his organization.

"It is my intention in pointing out these fruitful sources of alcoholic liquors to aid in the enforcement of the law, and I will add that if prohibition were efficiently and honestly administered things could be made harder for the crook and easier for the legitimate manufacturer."

MARKS NEW ERA IN WORLD INTER-TRADE

One of the most interesting announcements made in a long time to the manufacturing and other commercial interests of the civilized globe has just been issued by Andrew J. Peters, chairman of the Customs Committee of the American Section of the International Chamber of Commerce. It is the receipt of notification from the League of Nations that the International Convention for the Simplification of Customs Formalities will go into effect on November 27, 1924. In explaining it Mr. Peters says in part:

"This convention has already been signed by thirty nations and has been ratified by the following five Powers: Denmark, Italy, Great Britain, Union of South Africa, and New Zealand.

"American international traders, both exporters and importers, should view with special interest the gradual accept-

JUDGE GARY IS SURE THE NATION WILL VOTE A PROSPERITY TICKET

(By Elbert H. Gary, Chairman of the Board of Directors of the United States Steel Corp.)

"If I should say there is any reasonable doubt as to the outcome of the election, it would be tantamount to saying that it is impossible to know whether or not the majority of the people are in favor of continued prosperity.

"There are always people who cry calamity, who seem to thrive and glory in adversity and whose principal occupation seems to be to stir up trouble, depression, inactivity in business and despondency with the apparent view of bringing every one down to the level of poverty and unhappiness. Such as they cry out against the Government, the courts and the laws and successful people and all those who are more or less favored because of their energy and industry. I think a large majority of the people of this country desire prosperity. They want thrift, activity and saving, with fair treatment, full opportunity and success to every one up to the full measure of merit.

"If the majority of the voters are wise, we shall see big business coming on pretty fast after election. If unworthy politicians have their way business will not be so good and idleness will be increased."

ance throughout the world of the much needed reforms advocated by this convention. Since the outbreak of the World War complex customs formalities have piled upon international business so heavy a burden of red tape, annoyance and delay, that the business world will welcome the relief which the convention promises."

SOAP SECTION TELLS OF PROGRESS THAT SHOULD CONCERN ALLIED UNITS

In our SOAP SECTION this month will be found some interesting matter about the proposal made by our esteemed contemporary *Chemical & Metallurgical Engineering* for a co-operative technical association in the soap industry. We have suggested associations in the soap industry for many years, but those interested have seemed unwilling to get together as a separate trade entity, either for business or science, the majority of the firms apparently preferring to be a part of larger and influential organizations, such as the former Manufacturing Perfumers' Association, now the American Manufacturers of Toilet Articles; the Soap Section of the American Specialties Association and numerous other bodies.

Technically to fill the gap we established our SOAP SECTION several years ago and have since been supplying to our readers the very best and most practical scientific information on this subject. For instance, in September we printed the first part of an extremely interesting article (which is finished in this month's issue) on "Newer Methods in the Soap Industry," by Dr. K. Löffl, whose researches are recognized generally as of prime importance. We have among our readers quite a number who border so closely on soaps that they might find advantageous suggestions in some SOAP SECTION articles.

IF PUBLICITY IS FREE FOR PRIZE FIGHTERS WHY NOT FOR PERFUMERY INDUSTRY?

Toilet Goods calls attention to a bulletin which it attributes to the American Newspaper Publishers' Association on the subject of "Free Publicity," in which the association "warns" its members against printing "free articles" regarding perfumery, cosmetics and other toiletries, which it declares are subtly and insidiously written by "camouflaged press agents" (*sic*) of Colgate, Bourjois, Squibb and other firms for the purpose of enlightening American womanhood in most interesting style on beauty and its accessories, something in which the fair sex generally is universally concerned. All of the firms involved spend tremendous sums in regular advertising and it is difficult to understand why a publishers' association should object to the course of the newspapers which give free publicity of legitimate news value to an industry whose wares are of much benefit and interest to their feminine readers and whose sellers contribute hundreds of thousands of dollars to their coffers in regular advertising announcements.

It is still more perplexing to appreciate the attitude of objectors to "unpaid reading notices" of means for beautifying and increasing the health and comfort of womankind when these peculiar intellects complacently countenance the free publication of entire newspaper pages for the benefit of promoters of brutal prizefights, or fake boxing matches, who spend practically nothing, if anything at all, in legitimate advertising. It seems to us that, if anything, conditions should be reversed: Pages should be given to the good and beautiful things that please the ladies, and the Dempseys and Firpos should be relegated to small space and retired positions. Of course, this is too much to expect from newspaper publishers generally, but there are some daily journals that are winning large circulations despite their policy of giving prominence to the good and bright features of American life and relegating the prizefighters and the crime waves to insignificant space.

More power to the "camouflaged press agents" and to the rising tendency in American journalism to give art, cosmetics and other finer elements of civilization the attention that most normal men and women prefer and welcome.

PRICES RISING FOR IMPORTED PERFUMES

One of the important importers of French perfumes in a catalogue of wholesale prices just issued announces an increase affecting quite a number of items made effective October 15, due to the "heavy increase in the prices of raw materials in Europe" which has compelled the foreign manufacturer to raise the selling price of the finished products, for this house is one of the growing element that refuses to reduce quality. Mention of it will be found in our department of NEW PRICE LISTS, PUBLICATIONS, ETC.

This movement has nothing specially germane to the so-called French invasion, for that phase seems temporarily at least to have subsided. The chief point of interest now is the probability, if not the certainty, that the other important exporters of French perfumes to America will have to follow the leader or permit their products to deteriorate. This means naturally that American manufacturers will have a trifle more edge on selling prices to the trade, although heavy costs of raw materials and operation may cause members of the American Manufacturers of Toilet Articles to begin to consider whether their commodities are not now offered too cheaply in the market.

OUR ADVERTISERS

A. L. VAN AMERINGEN

Essential Oils, Synthetic Perfume Materials
15 Irving Place, New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York.

Gentlemen:

It is with great pleasure that I answer your request about my experience with your periodical.

The fact that THE AMERICAN PERFUMER is a splendid guide for perfumers and soapmakers and therefore holds the interest of its subscribers, makes it an unequalled advertising paper for the United States of America as well as for abroad. Many valuable connections resulted from my ads in your periodical.

Yours very truly,

A. L. VAN AMERINGEN.

HIDDEN DEMONSTRATORS GET KNOCKS FROM ALMOST EVERY POINT OF VIEW

Most all of the people in the trade have had an idea that the matter of compliance with the revised edict of the American Manufacturers of Toilet Articles regarding hidden demonstrators would simmer down into a recognition of the principle by most persons interested and combative tactics by others who considered the restrictions unwise and in restraint of their rights.

We print the news as it develops in order that the manufacturers lined on both sides of the question may be kept posted, at least as far as we may collaborate, with the developments of the situation. The latest interesting expressions were made at recent conventions of wholesale and retail druggists held last month.

* * * * *

The National Wholesale Druggists' Association, probably outside of the A.M.T.A., is the most generally important national trade organization of concern to our readers. Hidden demonstrators reared their heads three times in the association's recent Golden Jubilee convention at Atlantic City. This was the first hit in the annual address of the president, G. Barret Moxley:

"We would most heartily commend the efforts of the Federal Trade Commission in their attempt to correct the hidden demonstrator evil, which has become quite prevalent in the toilet goods field. This pernicious practice is well known to you. It is inherently wrong, akin to bribery, demoralizing to business and unfair to the public. We cannot too strongly condemn it and should assist the commission in their efforts to estop the practice."

Again the Committee on President's Address made the following report on demonstrators which was adopted unanimously by a rising vote:

"We second what our president has said about 'hidden demonstrators.' We agree that this is a practice that should be strongly condemned."

As if that was not enough the Committee on Proprietary Goods of the Association presented the following recommendation, which also was adopted unanimously:

"The Federal Trade Commission has indicated that it considered the use of hidden demonstrators as a form of

commercial bribery. We believe that the practice of hidden demonstrators, P. M. and 'spiffs' is detrimental to the trade—that it is a method of cutting regular prices—and that our influence should be freely given to discourage this practice."

* * * * *

It would be interesting to have a census of the hidden demonstrators who are now or who have been recently at work in the toiletries industry. From information we have gathered the number is considerably less than 500, in fact some large firms have had fewer than 50. Perfumery and toilet preparations are sold in drug stores, as well as in beauty shops and barberies. Hayes' Druggists' Directory, which is a standard authority, shows that there are 49,352 retail drug firms in the United States, in which list are included 334 chain store organizations operating 2,046 stores, making the total stores in the United States 51,054. Despite the chain store figure returns show that the independent pharmacies do 82 per cent of the total business. This is something for our readers to consider before we comment on what the National Association of Retail Druggists thinks about hidden demonstrators, to say nothing about how far the little regiment of 500 could help the 49,352 drug stores that might be good sellers but did not happen to be enchainé or subsidiary to a department store.

* * * * *

The National Association of Retail Druggists acted on the subject with its usual vigor. President J. H. Webster presented this indictment of the demonstrators and appropriate action was taken:

"Another method of merchandising which appears unfair to the retail druggists and encourages price cutting is the system of employing hidden demonstrators in department, chain and large cut rate stores by toilet goods manufacturers.

"With the salaries of women demonstrators being paid by the manufacturer, the overhead in the toilet goods section is cut down and with that advantage goods may be sold at cut prices and still show a profit. Meanwhile the independent retail druggist, who is giving the manufacturer the distribution he must have to live, apparently is forgotten. This is not a square deal. In all fairness, the small independent druggist should be able to compete on an equal basis with the big buyer. Aside from all that, we do not believe the hidden demonstrator behind the counter stands for integrity or square dealing with the public."

* * * * *

Trade papers, magazines and newspapers have been pouring in clippings of criticism and denunciation against the hidden demonstrator system. The *Western Druggist*, alone of all of our contemporaries, decries badges on demonstrators, but it seems to miss the point that the Federal Trade officials regard the badges even only as temporary makeshift in the adjustment they plan to do away with the practice. The *Western Druggist* says:

"NO BADGE ON DEMONSTRATORS.—Putting badges on secret demonstrators of toilet preparation selling in department stores was heralded to start September 1, under the plan adopted at the recent annual meeting of the American Manufacturers of Toilet Goods—but it didn't start, if the Chicago stores afford any evidence of the situation. The reason given is that the stores would not have it, and in most instances the individual manufacturer refused to coerce the retail customer in this as in other matters. It is stated in this connection that the slogan of these merchants is: 'Demonstrators without badges or no demonstrators.' Not only are the department stores opposed to the badge system, but the Dow stores of Cincinnati, Walgreen and MacLean stores in Chicago and other similar chains elsewhere are out to discredit it.

"One of the surprising things about this badge effort is that the action of the associated manufacturers had the backing of the Federal Trade Commission which set the date—yet association action, plus official action of a government board, results in paralysis instead of results! The demonstrators are still in full array selling goods in the same old way and, when questioned, say they never heard of the order for them to be badged after September 1, and never expect to receive such an order.

"After all, is the badging of the demonstrator vital enough to cause all this rumpus? Isn't the issue, really, one of common honesty and fair treatment of competing products and the public? As we see it, the chief objection to the demonstration system is the tendency for a demonstrator of one manufacturer's goods to misrepresent another manufacturer's goods in order to make a sale of the former. This can be done by a sales girl, badged or not badged, and it is not fair competition. In some Chicago stores it is not permitted. Switching a customer is poor tactics today—all live merchandisers sell the customer what is called for, then push for additional sales. The popular stores keep what is called for and when called for of a demonstrator, the customer is referred to a general clerk who can fill the order. Then second and third sales are worked for.

"We have noted the chief objection to the demonstrator system as it applies to the public, but there is one that applies with peculiar emphasis to the retailer who is given no demonstrator. He is being treated unfairly by the manufacturer. We never could figure out how a manufacturer could reconcile his ideas of justice and fair play to the trade as a whole with the plan of furnishing free clerk hire to a big store, be it department or drug store, without furnishing some equivalent to retailers whose stores in size and location did not warrant the use of demonstrators. The worst feature of hidden demonstrators, subsidized advertising, extra and special discounts, etc., is one of discrimination, injustice and lack of a square deal to the rank and file of the great majority of retailers whose total volume of sales is as essential to the success of the manufacturer as the selling power of the relatively small group of big stores.

"The remedy for every such situation, as it seems to us, is to employ whatever methods of merchandise exploitation that best fit into modern conditions in the trade, but in so doing, plan as a matter of justice and equity, to give distributors in the same branch of the trade the same benefits, in order that there will be no special favors to one group which will of necessity operate to the disadvantage of other groups entitled to equally helpful support."

* * * * *

Edmund A. Whittier, of the American Fair Trade League, advises us that his organization has been busy in ascertaining sentiment regarding hidden demonstrators and that a canvass of the league's members, representing a great variety of industries in almost every state of the Union, shows unanimous condemnation of the practice. He says: "Manufacturers who pay such bribes to gain substitute patronage and retailers who yield to such impudent deception, are denounced in terms which belit them. They are of the price-cutting gentry, the breed of merchant who is satisfied to make a life-time enemy for his store if he can make one cheat-sale. To prostitute his clerks, to impose on trusting customers, to play a wild-cat game of business is nothing to him. When his disrepute makes his business unprofitable he merely moves on."

Mr. Whittier points out that the legitimate manufacturer, one who would scorn to bribe his way to the favor of the trade, is subject to a double injury.

So rests the hidden demonstrator controversy until new developments add zest to the situation.

FIRST NEW TARIFF FIGURES; ALCOHOL USERS GAIN POINT

**Synthetic Aromatics Affected Little So Far; Gaskill Keeps His Job;
Drug Manufacturers Call Down Cramton for His Misrepresentations**

WASHINGTON, October 17.—The first figures giving a partial line on the effect of the reduction in duties on coal tar products on September 22 are available with the import totals for the month of September. The Chemical Division of the Bureau of Foreign and Domestic Commerce and the Chemical Division of the Tariff Commission in compiling figures on imports of coal tar products for September have separated imports coming in from September 1 to September 21 and those entered from September 22 to September 30 under the lower duties.

The figures show a considerable increase in imports of dyes, but not much change in the imports of some other coal tar products, including synthetic aromatic chemicals.

Total imports of synthetic aromatic chemicals for September were 3,621 pounds with an invoice value of \$1,418. Of this quantity 2,214 pounds, or 61 per cent, were imported during the period September 1 to 21, before the lower duties became effective. The imports of synthetic aromatic chemicals for the month were less than in any month since April.

In the case of dyes imported through the port of New York the total for September amounted to 152,743 pounds with an invoice value of \$152,477, or more than double the imports in the previous month. Of this total 33.7 per cent by quantity was imported during the period from September 1 to 21 and 66.3 per cent after the tariff reduction from September 22 to 30.

The tabulation of imports of synthetic aromatic chemicals of coal tar origin in September follows, the letter C indicating competitive and NC non-competitive:

Name of Chemical	Quantity		Invoice Value	Per Cent by Country of Shipment
	Pounds	Ounces		
Acetophenone (c.).....	11	Switzerland, 100%
Anisic aldehyde.....	2	3	...	Germany, 100%
Benzaldehyde.....	22	Germany, 100%
Benzyl acetate (c.).....	220	...	\$112	France, 77%
Benzyl alcohol (c.).....	60	Holland, 23%
Benzyl butyrate (c.)....	11	Holland, 100%
Benzyl propionate (c.)..	10	France, 100%
Benzophenone (n. c.)....	20	Holland, 100%
Cinnamic acid (c.).....	11	Holland, 100%
Cinnamic aldehyde (c.)..	50	France, 100%
Coumarin (c.).....	11	Holland, 100%
Cumalic aldehyde (n. c.)	1	Switzerland, 100%
Cyclohexanol acetate (n. c.)	1	France, 100%
Dimethyl hydroquinone (n. c.)	1	France, 100%
Geranyl phenyl acetate (c.)	...	1	...	Switzerland, 100%
Heliotropine crystals (c.)	66	Holland, 83%
Hyacinth compound (c.)..	15	Switzerland, 17%
Indol (n. c.).....	...	10	...	Holland, 100%
Jacinthe (c.).....	11	France, 100%
Methyl anthranilate (c.)..	335	Switzerland, 82%
Methyl benzoate (c.)....	11	Holland, 18%
Methyl phenyl acetate (c.)	43	Switzerland, 100%
Musk ambrette (n. c.)...	1,271	...	8,754	France, 50%
Musk ambrette residue (n. c.).....	2	Switzerland, 80%
Musk ketone (n. c.).....	265	...	2,067	Holland, 20%
Musk PC (n. c.).....	500	Switzerland, 100%
Musk xylene (n. c.).....	562	Holland, 98%
Musk xylene residue (n. c.)	1	Switzerland, 2%
Phenylacetaldehyde (c.)..	20	Switzerland, 100%
Phenylethyl alcohol (c.)..	77	Switzerland, 71%
				Holland, 29%

(Continued on Next Page)

WASHINGTON, October 17.—As a result of the opposition of alcohol using trades, prohibition enforcement officials finally have withdrawn the order requiring alcohol permittees to compel their jobbers and wholesalers to submit to federal regulation.

Commissioner of Internal Revenue Blair ordered the withdrawal of the stipulation on H permits of denatured alcohol permittees about the time of the conventions of the wholesale druggists in Atlantic City and the retail druggists in Washington. Reports are that the withdrawal just preceded a move which had been planned and of which Mr. Blair is said to have been advised to attack the administration of the affairs of the Internal Revenue Bureau at the convention of the wholesale druggists.

Under the stipulation manufacturers of non-beverage alcohol products would have accepted responsibility for the good conduct of jobbers and wholesalers to whom they sold such products under penalty of the revocation of their permits. While the stipulation had not actually been enforced, it had been placed in effect. The manufacturers almost unanimously refused to comply with it on the advice of their various trade organizations. Instructions now have gone out from the Internal Revenue Bureau recalling the order.

Legitimate Alcohol Users Score a Point

This action means one more victory for the alcohol using trades over the prohibition enforcement officials headed by Prohibition Commissioner Haynes. The order with respect to the proposed stipulation was sent out some months ago without warning to the trade. When protests were made it was first claimed by prohibition officials that approval had been given to the plan by the Alcohol Trades Advisory Committee. This was promptly denied and admission finally was made that the question had never even been presented for the consideration of this committee. Members of the committee were strongly opposed to this proposition which it was contended was without authority of law.

While the alcohol using industries have won on the stipulation controversy they have failed thus far to obtain reconsideration of an opinion given by Judge Britt of the Prohibition Unit that when taxable alcohol is lost in transit and the shipper recovers damages therefrom from the railroad or insurance company any amount so collected shall be deducted from abatement or claim for tax on such alcohol. The Alcohol Trades Advisory Committee requested Internal Revenue Commissioner Blair to seek an opinion on the legal questions involved from the Attorney General, but it is understood that he has not been inclined to do so.

Drug Manufacturers Repudiate Cramton Bill

The matter of the proposed stipulation figured in the recent action of the American Drug Manufacturers' Association in repudiating the Cramton bill creating a separate prohibition bureau in the Treasury Department. Representative Cramton, author of the bill, had represented before the House judiciary committee that the drug manufacturers were not opposed to his bill. A letter sent to Representative Cramton by Horace W. Bigelow, general counsel for the American Drug Manufacturers' Association, states that the legislative committee of the organization has now come to believe that the passage of the bill would be unwise.

Mr. Bigelow's letter was as follows:

"It is true that the committee on legislation of our association recommended that the bill be not opposed, but at no time did the American Drug Manufacturers' Association, nor any of its members, indorse the proposed legislation. When the committee on legislation recommended that our association take a neutral position toward H. R. 6645, it was the

opinion of that committee that the prohibition unit was fully in sympathy with the needs of legitimate industry, whose right to obtain an ample supply of alcohol was absolutely guaranteed under the provisions of the national prohibition act.

"Subsequent events, however, have convinced the committee on legislation of this association that its earlier opinion was not justified.

"Reference was made particularly to the stipulation which the prohibition unit in July attempted to surcharge upon all permits for the use of specially denatured and nonbeverage alcohol, which provided in substance that the permits were to be issued upon the express condition that the permittee would compel his customers at all times to fully account to the prohibition commissioner for the disposition of the products in which the alcohol had been used. If the permittee failed to fulfill this condition it would be ground for the revocation of the permit.

"In view of this attitude of the prohibition unit, the committee on legislation of this association has been led to the unalterable conclusion that it would be unsafe and unwise to remove the prohibition commissioner from the supervision and control now exercised over him by the commissioner of internal revenue."

Druggists Denounce Cramton Bill

The Cramton bill was the subject of attack by speakers at the annual convention of the National Association of Retail Druggists in Washington. The bill also was condemned in resolutions adopted by the convention. The Cramton bill furnished one of the chief issues before the convention.

J. H. Riemenschneider, chairman of the executive committee, said in part:

"The Cramton bill separates the Prohibition Unit from the Internal Revenue Bureau. It has frequently been necessary to appeal to the Commissioner of Internal Revenue for relief from unreasonable restrictions that the Prohibition Commissioner has attempted to place upon legitimate business. The right of appeal has frequently been the salvation of men honorably engaged in the practice of pharmacy. Your committee offers no objection to the Prohibition Commissioner being clothed with absolute power in the enforcement of the prohibitive features of the national prohibition act. We do, however, most vigorously protest against the attempt to clothe that official with like power in the enforcement of permissive features of the act for the simple reason that the methods employed in running down smugglers, illicit distillers, bootleggers and other lawless elements should not be applied to the supervision of a lawful industry."

President J. H. Webster said: "We have no desire to stand in the way of enforcement features of the prohibition law. To the contrary, we have always stood ready to co-operate with the prohibition unit in enforcing the law as applied to pharmacy. We also, however, stand just as firmly for our rights as outlined in the permissive features of the act. Unfortunately the proponents of this proposed legislation have seen fit to make this a wet and dry issue. This is unfair and when it is taken into consideration that practically all of the great alcohol-using industries even outside of pharmacy are strongly opposed to the measure as it stands, it is quite apparent the opposition is based upon fear of arbitrary enforcement, or 'government by prejudice.'"

One of the developments of the convention in connection with the Cramton bill was a conference held by the executive committee of the association with Wayne B. Wheeler, general counsel for the Anti-Saloon League. No definite agreement was reached.

As the legislation now stands, the bill has been passed by the House and reported by the Senate Committee on Judiciary to the floor of the Senate. As soon as Congress reconvenes in December efforts will be made to have the bill sent back to the Senate Judiciary Committee, which has thus far held no hearings, and reported the bill only on poll of the members without a meeting during the closing days of the last session. If by any chance a compromise should be reached the amendments proposed would be made by the Senate Judiciary Committee, which would then report the bill back to the Senate.

Toilet Preparations Company Goes to Court

The Dreton Company, Philadelphia, manufacturer of toilet preparations, has filed petition in the District of Columbia

Supreme Court to restrain Secretary Mellon, Internal Revenue Commissioner Blair and Prohibition Commissioner Haynes from interfering with the conduct of plaintiff's business. The concern's permit to purchase 400 wine gallons of denatured alcohol monthly was revoked last June, it seems, on account of alleged "bad faith" with regard to observing the national prohibition law.

TARIFF AND OTHER WASHINGTON NEWS

(Continued from Preceding Page)

Cities' Names Suffice for Tariff Labelling

The Treasury has announced a list of capital cities of the older countries of Europe as being sufficiently well known to indicate the country of imported articles for the purpose of the marking provisions of the tariff act without the name of the country in addition. Although other cities in foreign countries are well known, the Treasury stated it was hard to draw a line and declines to extend its present list. The official list follows: London, Paris, Berlin, Madrid, Lisbon, Rome, Athens, Constantinople, Bern, Venice, Budapest, Brussels, The Hague, Copenhagen, Moscow, Stockholm, Christiania, Edinburgh, Dublin and Warsaw.

Gaskill Continues on Federal Trade Board

Commissioner Nelson B. Gaskill, of the Federal Trade Commission, whose term expired last month, has received a recess appointment, after a conference at the White House between President Coolidge and Senator Edge of New Jersey.

In this connection the American Specialty Manufacturers' Association has issued a letter to members, reading in part: "It affords us much pleasure to announce that President Coolidge has re-appointed Nelson B. Gaskill as a member of the Federal Trade Commission for a full term of seven years, subject to confirmation by the Senate. The American Specialty Manufacturers' Association was foremost in endorsing this highly important appointment to an office that intimately touches the welfare of American business. Hence, the President's affirmative action is most gratifying."

LOWER TARIFF HAS LITTLE EFFECT SO FAR

As was forecast in our survey of possible developments in the synthetics and aromatic chemicals markets to follow the automatic reduction in the tariff rates on coal-tar products falling in this class, the trade now finds that no one has been injured to any extent by the decrease in duties. The principal effect of the new rates has been to reduce the prices on certain coal-tar derivatives slightly and to give importers of these products a better chance to compete upon even terms with the American manufacturers. None of the latter appear to have been hurt or to have lost business by the change. At the same time, the importers are not finding themselves flooded with orders or inquiries.

The domestic manufacturers feel that those who prefer foreign products will pay the price for them and have been doing so, even before the cut in duties on September 22. The importers are a little more sure of the future of their business, but those who were interviewed admitted that thus far the increase in business which they have enjoyed could be traced as easily and as reasonably to the natural improvement of the general market as to any effect which lower duties might have had. It is, of course, too early in the game for the full effect of the new schedules to have become apparent. The future may bring further changes. To date, however, the effect of lowered tariff rates has been almost precisely nothing.

August Exports in Toiletry Division

Exports of perfumery and toilet water during August were valued at \$29,898, of which Cuba took the largest quantity, with Mexico taking the second largest amount according to the Department of Commerce. Exports of talcum and other toilet powders were valued at \$166,336; creams, rouges and other cosmetics, valued at \$69,321; dentifrices valued at \$297,899; and of other toilet preparations valued at \$110,973.

FINAL ARGUMENTS IN SOAP TRADE BOYCOTT CASE

**Federal Board Hears Both Sides of the Procter & Gamble Controversy;
Relations Between Manufacturers and Wholesalers Are Under Scrutiny**

WASHINGTON, October 17.—Final arguments have taken place before the Federal Trade Commission in the case involving the boycott of Procter & Gamble products by members of the Missouri-Kansas Wholesale Grocers' Association.

The complaint in the case was directed against the Missouri-Kansas Wholesale Grocers' Association and also against Peet Bros. Manufacturing Company and the Rub-No-More Company. According to the complaint the members of the Missouri-Kansas Wholesale Grocers' Association conspired among themselves and with the Peet Bros. Manufacturing Company and the Rub-No-More Company to bring about the discontinuance of the handling of the Procter & Gamble products in Missouri and Kansas. The alleged boycott was put into effect after the Procter & Gamble Company adopted a new sales policy under which it sold direct to retailers as well as to the wholesalers. According to the contention of the wholesale grocers this placed the retailers in direct competition with them.

In the arguments before the commission, counsel for the respondent declared that there was no need of the formation of any conspiracy of the character alleged because each individual wholesale grocer saw a move to eliminate the wholesale grocer from the natural channel of distribution. It was declared that the wholesale grocer in self-defense was obliged to purchase supplies from the manufacturer whose sales policy is confined to wholesale dealers.

The allegation against the Peet Bros. Manufacturing Company and the Rub-No-More Company was that these manufacturing companies encouraged the wholesale grocers to boycott the Procter & Gamble soap and other products in order that they might increase the sale of their own goods.

The charges in the case are dealt with in the complaint against the grocers' organizations and the two manufacturing companies as follows:

"Effective July 1, 1920, said Procter & Gamble Distributing Company withdrew and discontinued the lower prices which it had given wholesale grocers, regardless of quantity and cost of selling, as aforesaid, and began to quote equal prices to all buyers of equal quantities, regardless of whether said buyers did a wholesale or retail grocery business. Thereafter said Procter & Gamble Distributing Company sought to sell said products both to wholesale and retail grocers in various states of the United States, including the states of Missouri and Kansas, without discrimination in the prices charged for equal quantities purchased, arranging the prices so that wholesalers purchasing in large quantities might sell to retailers purchasing in small quantities. As a result of the above described change in sales policy and by reason of other facts the Procter & Gamble Distributing Company became a competitor of the members of respondent Missouri-Kansas Wholesale Grocers' Association for the trade of large retailers handling Procter & Gamble products and the products of respondents, Peet Bros. Manufacturing Company and the Rub-No-More Company.

"Immediately upon the adoption of the aforesaid change in sales policy by the Procter & Gamble Distributing Company the Missouri-Kansas Wholesale Grocers' Association, through its officers, directors and members, and with the support, assistance and co-operation of respondents Peet Bros. Manufacturing Company and the Rub-No-More Company conspired to hamper, obstruct and prevent said Procter & Gamble Distributing Company from successfully carrying out its lawful competitive policy as described in paragraph six hereof, by adopting and using the following described means and methods:

"(a) Respondent officers and members held conferences, delivered speeches, conducted discussions and exchanged letters and statements among themselves in which they suggested and urged that the officers and members of respondent Missouri-Kansas Wholesale Grocers' Association should cancel orders previously placed with said Procter & Gamble Distributing Company and thereafter refuse to purchase any of the products handled by said company for resale to such retail grocers as could not advantageously buy direct from said Procter & Gamble Distributing Company under the sales policy described in paragraph six hereof."

Items (b), (c) and (d) relate to representations in regard to refusing to handle Procter & Gamble products.

Item (e) relates to getting reports from members and others of the names of any members and other wholesale grocers who continued or resumed the handling of Procter & Gamble products.

Item (f) charges that members of the Missouri-Kansas Wholesale Grocers' Association used their united influence to induce and persuade other members and wholesale grocers disposed to continue or resume the handling of Procter & Gamble products not to do so.

Item (g) says officers and members of the Missouri-Kansas Wholesale Grocers' Association encouraged and urged upon each other that they should make special effort to sell the soap, soap products and cooking fats made by various competitors of Procter & Gamble, particularly the products of Peet Bros. Manufacturing Company, and to record and report for their mutual information the amount of their sales and said competing products.

(h) Members of respondent Association, through their salesmen, gave special co-operation to each other and the salesman of Peet Bros. Manufacturing Co.

Item (i) alleges Peet Bros. supported and assisted the members in their endeavors by threatening to refuse and by refusing to sell its products to wholesale grocers who continued or resumed the handling of Procter & Gamble products, by refusing to fill orders placed by retailers through wholesale grocers for Peet Bros. products, and by diverting orders for Peet Bros. products which retailers desired filled through wholesale grocers, to competing wholesalers who were refusing to handle Procter & Gamble products.

Item (j) names the Rub-No-More Company in a repetition of the charges in item (h).

Position of the Respondents Explained

The Missouri-Kansas Wholesale Grocers' Association in answering the complaint denied that its members had conspired with the Peet Bros. Manufacturing Company or the Rub-No-More Company. Its position was set forth as follows:

"We deny that Procter & Gamble Company previous to July 1, 1920, 'discriminated' in favor of wholesale grocers by giving them a lower price than retailers. They did not quote a price direct to retailers. They quoted and sold direct to wholesale grocers depending upon said wholesale grocers to distribute and re-sell their products to the retail trade. That was their sales policy.

"They became a competitor of the wholesale grocer when on July 1, 1920, they began to offer their products direct to the retail trade. The very fact that the Procter & Gamble Distributing Company 'sought to sell said products both to the wholesale and retail grocers in various states of the United States, including the states of Missouri and Kansas, without discrimination in the prices charged for equal quantities purchased' shows that they were not only a 'competitor,' but such a competitor in fact that a wholesale grocer would be compelled to sacrifice all profit if he attempted to 'compete' with them.

"We deny that we conspired with Peet Brothers' Soap Manufacturing Company or the Rub-No-More Company.

(Continued on Page 465)

SURVEY OF FOREIGN TRADE TOILET GOODS MARKETS

Commerce Department Agents Make Timely Reports on Opportunities;
Some Valuable Hints for Our Manufacturers Who May Wish to Expand

CHILEANS LIKE TOILET PREPARATIONS— SOME AMERICAN ITEMS INCREASE

Like many other Latin Americans, the Chilean is extremely partial to toilet preparations of all kinds, and the consumption, therefore, is large, says Anna Hazel Swift, of the Chemical Division of the United States Department of Commerce, in a resume of the situation. The domestic production has been growing steadily, especially since the levying of the high duties on goods of this type and the rather low rate of exchange have caused such a discrepancy in prices between the domestic and imported commodities. The foreign makes are still considered superior to the domestic, with a decided preference for the French brands for most kinds of goods included under this heading. In 1922 the total imports of toilet preparations amounted to 70,000 kilos, valued at 526,000 gold pesos, less than half the domestic production.

There are 17 firms in Chile which manufactured perfumes, and 2 which made hair dyes. This last named commodity finds an extensive sale in Chile, where practically every one colors the hair, gray hair being almost unknown. By far the larger amount of hair dye is manufactured locally, the production in 1922 having equaled 41,200 boxes, worth 144,800 paper pesos, while the imports were but 1,000 kilos. Approximately 80 per cent of the imports were from France.

With the exception of dentifrices the imports from France of all kinds of toilet preparations predominate, lesser amounts being received from Germany and England. In dentifrices imported, however, the United States leads, having supplied nearly two-thirds, or 16,300 kilos, in 1922, with Germany and France each having furnished one-sixth and one eighth, respectively.

The other leading commodities imported in 1922 were: Toilet waters and vinegar, 8,000 kilos; rouge and other cosmetics, 4,000 kilos; talcum powder, 25,000 kilos; toilet extracts and essences, 3,055 kilos; and all other perfumery, not elsewhere specified, 2,400 kilos.

Chilean imports of perfumery and toilet preparations from the United States showed a marked improvement, having risen from 56,978 pounds, valued at \$34,180, in 1922 to 102,193 pounds, worth \$63,503. This large gain may be attributed to increased demand for talcum and other toilet powders and dentifrices. Sales of both of these commodities doubled during the period while those of perfumery, creams, rouges, and other cosmetics fell off.

Survey of Jamaica's Toiletries Market

There is no domestic production of toilet preparations and specialties except dentifrices, which are produced on a very small scale, reports Consul Samuel W. Honaker, Kingston, Jamaica. Jamaica depends almost entirely upon foreign sources for goods of this type. Although the people have an inherent love for perfume and sweet smelling products, the character of the people and their low purchasing power have precluded the establishment of factories. The consumption of such preparations is, in fact, very small considering the total population of the island.

Total preparations and specialties are obtained chiefly from the United States and the United Kingdom. A small amount of these products comes from France, and they are obtained to a lesser extent from Germany and Canada. The United States has been the chief source of supplies of these products for many years, and there is a tendency for the trade to grow in volume.

INDIA OFFERS FIELD FOR ENTERPRISING AMERICAN TOILETRY EXPORTERS

India offers a good market for the sale of American toilet preparations and the demand for this class of goods is increasing. Assistant Trade Commissioner Donald Renshaw, Calcutta, suggests that American manufacturers who seriously desire to share in the increasing trade should lose no opportunity in exploiting the market.

Imports classified as "perfumed spirits" were valued at \$343,568 in 1923-24 and those of "perfumery" at \$110,778. American manufacturers do not share to any great extent in the trade of the two groups mentioned, but are well represented in the imports of "other toilet requisites," which were valued at \$1,522,613 in 1923-24—an increase of 100 per cent compared with 1921-22.

A toilet preparations manufacturing industry exists in India, but it is largely of the cottage type, the products being retailed in the immediate neighborhood. The making of perfumery is one of the most ancient of Indian arts, but native perfumes, with the exception of rose water, offer but little opposition to the sale of imported wares. British and French perfumes are well entrenched in the Indian market, and a number of cheap German brands have been sold in increasing quantities. The American manufacturers supply from 75 to 90 per cent of the dentifrices, and sales of American face creams and face powders have been well maintained, notwithstanding keen competition from British manufacturers.

Outlook for Perfumes and Toiletries in Denmark

Lloyd A. Nolan, of the Chemical Division of the Bureau of Foreign and Domestic Commerce, in a review of the Danish market for chemical products, makes the following reference to the market for perfumes and toilet preparations:

"The small manufacture of toilet preparations in Denmark is limited to a few products, but as the demand is constantly growing, the territory offers a favorable field for toilet preparations of foreign manufacture. Imports of toilet preparations from the United States increased from \$71,426 in 1922, to \$110,832 in 1923. Receipts of talcum and other toilet powders were 100 per cent greater in 1923 than in 1922. Creams, rouges, and cosmetics showed an increase of approximately \$6,000 in 1923 over the 1922 figure, and dentifrices also registered a substantial improvement, having reached \$35,587 during 1923, compared with \$17,692 for 1922. In 1923 the United States supplied sixteen per cent of the total Danish imports of toilet preparations, compared with nine per cent for 1922.

"The strongest position for American toilet articles on the Danish market is in products which are used by men as well as women, including talcum powders and dentifrices. An American concern entering this field would undoubtedly obtain best results by placing the products in the hands of a Danish wholesaler, who is conversant with the local trade conditions. Advertising is also of the utmost importance in putting a new product on the market. Newspapers, periodicals, window displays, demonstrations, and samples are effective mediums."

Some Folks Never Happy Until Unhappy

There are folks who are never happy until they are unhappy, never satisfied until they can start a quarrel. They are alive with the microbe of antithesis, and eventually dead so far as their former friends are concerned, says *Silent Partner*. One or two fits of anger a day result in resentment toward the world. "Resentment" is anger continued—continued until all common sense is lost and most of one's friends are forfeited.

BABSON, BANKERS AND CREDIT MEN OPTIMISTIC

**Autumn Due for a Rational Improvement Despite the Election Outcome;
Electric Energy a New Barometer; Chain Stores Also Show Trade Trend**

Roger W. Babson, the statistical expert, in his reviews for the month on business conditions is slightly more optimistic than he has been lately. He apparently sees no reason to revise his previous conclusion that the country will be perfectly safe with the election of Coolidge or Davis. Politics Mr. Babson abhors. In a statistical survey of the situation he says:

"With the Republicans saying that business is good and the Democrats claiming it is depressed, clients may be interested in looking over the records to see what is the actual situation. Whereas last Spring only about 35 per cent of the cities were doing more business than the preceding year, the fact that nearly half are now on the plus side indicates that a gradual improvement is taking place. So far the farmers have been about the only group to show decided gains."

Summing up his survey Mr. Babson declares that "a turn for the better in business took place about two months ago and at present a gradual but steady improvement is going on. Business sentiment will hang on the election outlook and many authorities expect that the contest this year will be close. So far as fundamental business conditions are concerned, it is entirely reasonable to expect a continued moderate improvement this Fall."

Bankers Expect Spurt in Trade After Election

Bankers who gathered in Chicago recently for the fiftieth annual convention of the American Bankers' Association were confident that the business outlook for the immediate future is good. Improved agricultural conditions, reduced inventories and cautious buying, together with satisfactory manufacturing conditions were cited as reasons for optimism regarding the country's immediate future by a number of representative bankers from different sections of the country. The majority of the bankers interviewed referred to the political situation, expressing hope that the people will go to the polls in large numbers in November. A number of opinions expressed are as follows:

Walter W. Head, president of the association: "While a boom in business is not likely at this time, I anticipate a steady improvement in general business conditions. The principal adverse element in the situation is the danger that the presidential election may not be conclusively determined at the polls in November and that the selection of the chief executive may be thrown into Congress."

David R. Forgan, chairman of the board, National City Bank, Chicago: "There has been a distinct improvement in the past three months. With the election satisfactorily out of the way, I do not see any reason why this improvement should not be continued and enhanced this Fall."

Richard S. Hawes, vice president First National Bank, St. Louis: "Buying has proceeded cautiously for many months, inventories have been reduced, operating cost decreased. Bank credit is available in large amounts. The European situation is most promising. Agriculture has greatly improved. The presidential election will soon be over and removed as a disturbing factor."

F. O. Watts, president First National Bank, St. Louis: "The strong banking and credit situation, the absence of any marked inflation, the better adjustment among industries, and the lack of any decided overproduction makes the business outlook for Autumn encouraging. Two dangers to be avoided are an inflation of the credit structure and a too rapid expansion of production in same lines."

Charles A. Hinsch, president, Fifth-Third National Bank, Cincinnati: "Underlying conditions are sound. Stocks in

nearly every line of endeavor are low. Buying today is governed largely by the demand. Crops as a general thing have been good, and the farmer has been in position not only to liquidate his indebtedness, but to buy what might be termed luxuries in addition to his living expenses."

Largest Bank Finds Trend Satisfactory

National City Bank has this to say on general business conditions: "There is apparent in business circles some disappointment that the industrial rally which was quite noticeable in August did not develop into a more pronounced movement in September. We think, however, all things considered, that the volume of trade in recent months and the present trend in industry should be regarded as quite satisfactory."

Nearly a Billion Gain in Bank Debits

Debits to individual accounts for the week ended October 1, as reported by banks in leading cities to the Federal Reserve Board, aggregated \$10,610,000,000, or 10.2 per cent. above the total of \$9,630,000,000 shown for the preceding week.

Credit Men Foresee Better Collections

An improvement in collections throughout the entire country during the Autumn and Winter is indicated in a survey made by J. H. Tregoe, executive manager of the National Association of Credit Men. The survey also indicates greatly improved conditions in the agricultural sections, permitting farmers to liquidate their debts.

"With the assistance of Dr. John Whyte, our research director," said Mr. Tregoe, "I sent questionnaires to our entire board and various other leading executives who took part in some of our conferences to obtain what might be called a credit and sale weather map of the nation as it looks to the representatives of 30,000 bankers, wholesalers and manufacturers in all important lines. A majority reported both sales and collections for August, 1924, as better than or equal to sales and collections for July, 1924, and August, 1923. With the exception of two, all look for a further improvement in the fall and winter months."

Chain Store Gains Tell of Upward Buying Trend

One of the barometers of the buying power of the public is found in the business of the big chain stores. For September F. W. Woolworth & Co. report total sales of \$16,525,792, as compared with \$14,774,839 in September of last year, an increase of \$1,750,953, or 11.85 per cent. Sales for the first nine months of the current year are given as \$140,700,579, against \$125,443,322, a gain of \$15,257,257, or 12.16 per cent.

The S. S. Kresge Co. reports September sales of \$6,850,961, as compared with \$6,323,699 for the corresponding month a year ago, an increase of \$526,262, or 8.33 per cent. Sales for the first nine months amounted to \$59,379,417, against \$54,019,445 in the same period of 1923, an increase of \$5,359,972.

The McCrory Stores Corporation reports gross sales for September amount to \$1,903,063, against \$1,667,578 for the corresponding month a year ago, an increase of \$235,476, or 14.1 per cent.

S. H. Kress & Co., for September, report gross sales in amount of \$3,123,458, as compared with \$2,431,126 in September, 1923, an increase of \$692,332, or 28.5 per cent. Gross sales for the first nine months of the current year are given as \$25,850,388, against \$22,289,128 in the same period of last year, an increase of \$3,561,260, or 16 per cent.

The J. C. Penney Co., Inc., of September reports gross sales of \$6,863,244, as compared with \$6,010,297 for September, 1923, a gain of \$852,946, or 14.19 per cent. For the

nine months ending with September 30, the company reports gross sales of \$46,581,799, against \$38,925,834 for the same period last year, an increase of \$7,655,965, or 19.66 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report gross sales of \$468,289, against \$409,853 for September of last year, a gain of \$58,436, or 14.2 per cent. For the first nine months of 1924, gross sales are given as \$4,183,757, against \$3,381,590, a gain of \$802,167, or 23.7 per cent.

The W. T. Grant Co., department stores, reports September sales of \$1,697,875, an increase of 10.61 per cent over September, 1923. For the last nine months sales amounted to \$14,940,917, a gain of 18.61 per cent, compared with the same period last year.

An increase of 36.12 per cent in Montgomery Ward & Co.'s sales of September over the sales for the same month a year ago was shown by the company's monthly report. The month's total sales reached \$13,543,030, as compared with \$9,949,398 in September, 1923.

Constant Sales Gains in 1924

John F. Queeny, chairman of the board of the Monsanto Chemical Works, St. Louis, reports that the sales increase of the works last July was 12 per cent more than of July last year and the August gain was more than 20 per cent more than August, 1923. Mr. Queeny stated all through this year the sales of his organization showed a constant increase over 1923.

Positive Improvement in Last Few Weeks

Definite improvement in some of the most important branches of business has taken place in the last few weeks, states the current issue of the *Guaranty Survey*, published by the Guaranty Trust Co., of New York. Not only has there been further expansion in wholesale and retail distribution, but industrial activity, which, generally speaking, has been the laggard in the upward movement, has given definite signs of response to the influences making for progress. "Up to the present," the *Survey* continues, "no pronounced general revival has occurred. Such changes as have actually appeared, however, are mostly of a favorable nature."

Government Survey Shows Trade Revival

A survey of industrial conditions in the country made by the Employment Service, a branch of the United States Department of Labor, indicates that the situation generally has improved.

New Signs of Trade Expansion

Dun's Review of October 18 reports some new signs of expansion, both in domestic and overseas commerce, have appeared. Although a full response to constructive forces is still lacking, the main trend is toward revival of business and all of the principal statistical measures show that the autumn season has brought a definite improvement in conditions.

Electric Power Sales Show Slump Has Ended

The increased operation of electrically-driven industrial machinery throughout New York State, as shown in central station sales of manufacturing power for August, indicates that the low point of the general business slump has been passed and that the markets for manufactured products have definitely begun to improve, according to the New York State Committee on Public Utility Information.

More than two-thirds of all industrial machinery in the State is now driven by electrical energy. The figures for August show that sales of industrial power were 2½ per cent greater than for July. This is the first increase recorded in the State since March, when the decreasing use of electrical power in the factories and work places of the State began. If the present trend continues, in the opinion of power authorities, it is expected that the total consumption of electricity in New York State for the present year will surpass the high record made in 1923, when 9,000,000,000 kilowatt hours of current, or nearly a sixth of the total for the entire country, were used in the Empire State.

Similar improvement of industrial conditions for the country as a whole for August are shown in the figures of the United States Department of Labor, indicating that

increased use of manufacturing equipment, and therefore increased production of goods, is nation-wide.

The 1924 output of electrical energy by the central stations of the country is 7 per cent. greater than it was at the same time last year, when a high mark of 56,000,000,000 kilowatt hours was established. If the present upward trend continues through the closing months of 1924 as it has for the same period of the last five years, the country's total for the first time in the history of the electrical industry, will reach 60,000,000,000 kilowatt hours, and a marked increase in industrial activity between the present time and New Year's Day will carry the year's total to an even more outstanding record.

MARINERS SCALED ENGLISH CLIFFS FOR FACE POWDER FOR NERO'S WIFE

To obtain face powder for Poppea, Nero's wife, daring mariners had to brave tempestuous seas in frail crafts and scale the dangerous cliffs of England. In those early ages powder was merely a chalk, and Poppea preferred chalk from the English cliffs, records the author of the *Art of Beauty Series*.

That the ladies of Roman society a few years B. C. knew quite a good deal about beauty culture methods is evident from some of the beauty advice given by the poet Ovid, born in 43 B. C. When Roman women got to buying their wigs in the open market place, Ovid humorously besought them:

"Keep us in darkness, for 'tis wise
To hide some secrets from men's eyes."

He also cautions, according to a free and somewhat modern translation by Wright:

"But do not let your art be seen.
Your husband must not ever find
A powder puff behind a screen,
Or come upon you from behind
When the cold cream is oozing down
And moistening your dressing gown."

No dangerous cliffs need be scaled to-day to obtain Milady's powder. Not even angry shopping crowds need be struggled with. Miss 1924 merely telephones a shop to send her the particular powder she prefers—and it matches her coloring far better than the dearly gained chalk matched the skin of Poppea.

Instead of the sickly white of a century ago or the hectic pink of ten years back, the favorite modern powders are rich and creamy, to match naturally rich skin of the modern outdoor girl, and they come in various shades for blondes and brunettes. There are also other powders for evening, or for use when special effects are desired. There are even rouges, lipsticks, and eyebrow pencils of varying shades, for the rules of beauty now demand that make-up shall not distort the face by painting over it colors that never belonged there, but that it shall merely accentuate the natural beauty of the face,—and modern science has provided beauty aids which do this in a gratifying way.

The result is that a merely good-looking woman to-day is in reality as beautiful as the most famous ancient beauties, for to-day the standards of beauty, due to increased knowledge of cosmetic art, are far higher than the standards of olden times.

"American Perfumer" of Interest and Help in Philadelphia College of Pharmacy and Science

(From E. Fullerton Cook, Ph. M., Director of the Operative Pharmacy Laboratories of the Philadelphia C. P.)

I show THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW every year to the perfumery class and in fact to many others who are interested in perfumery and allied subjects, and we find it of the greatest interest and help.

Its advertising pages are alone essential for anyone interested in the subject, as a catalogue of dealers and manufacturers. I congratulate you upon the wonderful success that you have made of the journal.

HOW SHOULD TOILET ARTICLES BE ADVERTISED?

Some Suggestions on the Methods and Styles Most Likely to Succeed;

Planning Publicity Campaigns Viewed Both Scientifically and Practically

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

In this series of articles there have been many references to the part which advertising plays in the successful marketing of toilet articles, and stress has been laid upon the correct methods of planning and conducting advertising campaigns. There has been little mention, however, of the types of advertising appeal most productive of results, or of matters of style and technique. A few thoughts and suggestions on these topics may be well worth while.

The advertising of toilet articles has always been extremely spotty in character; some of it has been good, some fair to middling, and some very bad indeed. The advertisers of dentifrices have gone a long way toward perfection; they have studied their subjects thoroughly from a scientific as well as a practical angle, and have given the public a vast amount of educational information upon the proper care of the teeth. With this information as a basis, they have developed many interesting and convincing advertising campaigns. Among them, it would seem as if pretty nearly every man, woman and child in the land should by this time be using a dentifrice of some kind, and it is somewhat discouraging to note that only about 25% have been convinced that a tooth brush and a package of dentifrice is a good investment. And there is a lesson in this fact for the manufacturer of other toilet articles who thinks that advertising can work an immediate miracle for him.

Much good work has also been done by the advertisers of toilet soaps, shaving creams, shampoos and other preparations for the hair.

Strong Points in Appeals to Public

One of these products, it will be noted, is used by men only, and the others—with the exception of preparations for the hair—appeal almost equally to both men and women. With the same exception, all can be advertised as a necessity to health, cleanliness and comfort.

Products of this nature do not come strictly within the luxury class, and for this reason the advertising appeal can be made much more broad than is the case with the luxury pure and simple. When you can appeal to considerations of health, comfort and cleanliness you can bring to bear many interesting facts and convincing arguments in favor of the use of your goods, and thus pry open the purse of the consumer with a fair degree of ease.

But when you are endeavoring to market such products as face creams, powders, rouge and perfumes, the case is vastly different. Face creams of certain types have, it is true, certain protective and beneficial features which are emphasized in their advertising, and similar claims are often made for face powders. Rouge and perfumes are purely luxuries; and just between friends it may be well admitted that except from an esthetic point of view, it would work no special hardship or injury to the human race if this entire group of products were wiped out of existence.

This is not said in depreciation or dispraise of the articles under discussion. The same might as truthfully be stated as to scores of articles, especially in such fields as art, music,

literature, sport and other phases of life which adorn and beautify it. We should, however, face the fact that many toilet articles are purely luxuries, and should be advertised with that fact always in mind.

Such luxuries appeal to but one human trait, and that is pride. A knowledge of this fact should simplify and clarify the problem of advertising them effectively; on the contrary it merely identifies it. A sufficiently deft and adroit appeal to pride is no easy performance. You cannot say to your prospective customer, "Woman, you are a vain creature; you are exceedingly pleased with what you see in your mirror; you spend a vast amount of time in arraying yourself becomingly, and every dollar you can possibly spare in fashionable clothing and aids to charm and beauty. Here is something which will make you even more proud of yourself than you are now."

Not All Women Are Spendthrifts

No; the appeal to pride must be indirect and diplomatic. Women must be told that pride in their personal appearance is a virtue and not a vice—a duty to themselves and not a sinful indulgence.

A great deal of luxury advertising is built upon the false premise that women love to spend money. Such is far from being true—if it is their own money! There are, of course, a great many frivolous, light-minded women who will carelessly throw their money around, but they are a mighty small minority. As a rule, women find money harder to get hold of than men do. They have less to get along with. They must count their pennies; even if they have a good many pennies, they have a stronger sense of thrift and frugality than men have, buy more carefully, are more keen on getting their money's worth.

The advertiser, therefore, must justify the expenditure if he hopes to make the sale. He must make women believe not only that they are getting their money's worth, but that its expenditure is wise, sensible and righteous.

Let me emphasize again that I am speaking of the great mass of American women. These women—the wives and daughters of farmers, mechanics, clerks, struggling professional men and men who are striving to build up successful and profitable businesses—neither think nor act like the strumpet or the movie-mad moron. And, sad to state, it is to the strumpet and the movie-mad moron that the advertising of many toilet luxuries seems chiefly to be directed.

Appealing to a Just and Proper Pride

The wives and daughters of the men you know, typify, no doubt, the American woman. Do they want to look like the painted street walker, or the vamping sirens of the screen? Certainly not! Then why address them, in your advertising, as if such were their aspirations?

The decent, self-respecting women of this country can and should use cosmetics and perfumes in a decent and self-respecting way. They have pride, and it is a just and proper pride. That pride can be appealed to in a way that will con-

vert them to a far more extensive use of articles which they now use slightly and timidly.

The trouble seems to be that the advertisers of cosmetics have realized that their products are a luxury, that their only appeal is to pride, but have been at a loss to know how to put their appeal into words. Consequently they have indulged in an orgy of verbal extravagances and "atmospheric" folderol. They have spent a great deal of money in art work, but it has been of an exceedingly fantastic character.

Advertising of this class is full of such words as "subtle" "luxurious", "languorous", "intriguing", "vivacious", "romantic", "elusive", "beguiling", "sophisticated", "provocative", "imaginative", "entrancing" and so on. Any clever copy writer, with his thesaurus at his elbow and his pipe drawing well, can string this sort of stuff out by the yard. It may sound very lovely to people who like that sort of drivel, but it has one serious defect. It doesn't mean anything.

Advertisers Inclined to Travel in Ruts

It is claimed for this fludub that it sells goods. It does. If you have a very high priced, expensively packed product that appeals to moneyed fools, I know of no better kind of advertising. They fall for it with glad cries of glee. It sounds, in their ears, like high class language, and if the advertised article is priced three or four times as high as it ought to be, they won't be happy till they get it.

But this class is very small. If you want the trade of the masses of the American people, or of the classes of real culture and refinement, you will never get it by that sort of advertising.

It is worth noting, while on this subject, that advertisers almost always travel in ruts. When, for example, radio came into use, its pioneer advertisers adopted a certain style of advertising. Those who followed copied the style of the pioneers, and the technique of radio advertising was established—probably forever. The same was true, in their early days, of the carpet sweeper, the phonograph and many other products. Not only is it easier to imitate than to originate, but if a concern is successful with a certain style of advertising it is not unnatural to assume that the form of advertising used had something to do with the success which the advertiser achieved, and that a similar success will result from similar advertising. This may sound like a logical conclusion; unfortunately it is a fact that the pioneer often succeeds in spite of his badly conceived advertising, and those who imitate him are simply following a bad example.

Best Way Is to Do One's Own Pioneering

This is what has happened in the advertising of certain types of toilet goods. Newcomers in the field copy the advertising of their predecessors, and, in the attempt to "improve" upon it, are guilty of still more grotesque exploits in illustrations and extravagantly worded copy.

In my judgment the best advice a manufacturer of toilet articles, especially rouges and perfumery, can have is to forget everything that has been done and do his own pioneering. Some of his competitors have done good work, but the good is so greatly overshadowed by the bad that the safest plan would be to ignore the entire lot of it and begin with a clean slate and an open mind.

The first thing to do is to pass judgment on your product, fairly and without bias, undue optimism or self-deception. If you conclude that it appeals chiefly to moneyed fools, street ladies or silly girls, then what I have said is not for

you. You cannot do better than follow the example set by the advertisers I have adversely criticised.

But if you conclude that you have a product which should appeal to the sensible and self-respecting class to which American women largely belong, ask yourself what facts, what statements, what arguments about your goods will be most likely to sell them. That is your problem.

It is true that in the advertising of all luxuries, especially those which are aids to beauty, it is necessary to depart somewhat from the prosaic style used in the advertising of necessities. You cannot talk about an article which will bring roses to a woman's cheek in the same way you would talk about a fertilizer which will make roses grow in a garden. Your subject is one which must be handled deftly—with delicacy, imagination and good taste. But that can be done without violating every rule of common sense, and common sense is an essential factor in good salesmanship.

An advertisement, after all, is only a salesman, speaking for you in your absence. If you could go yourself to your prospective customer, you would not talk like a silly ass—you would not rave at her in language which no sane man would use.

If it were not such a difficult subject to handle, no doubt there would be much more cosmetics advertising than there is. It is likely that many a manufacturer who would like to advertise, and has the money with which to advertise, holds back because he doesn't know how to go about it. True, it is difficult, but common sense will solve all problems.

Another reason why there is not more advertising of some toilet requisites is, no doubt, the prevalent feeling that it costs a fortune. Some of the manufacturers of face creams, powders, etc., and a few advertisers of perfumes, use full pages in the most expensive women's magazines. The man who would like to advertise makes cautious inquiries as to the cost of these magnificent advertisements, and is appalled by the figures.

This is unfortunate. If your business and your bank balance are of modest proportions, you can advertise modestly. There is no more reason why you should try to match the lavish advertising of your big competitors than there is why you should build factories as big as theirs.

Big space in many costly mediums is not essential to profitable advertising. A business, like a man, must creep before it can walk. In fact, to creep in advertising is the best and safest way to go into it. A modest advertising campaign will, if correctly planned and executed, bring returns in proportion to its volume. Very often it will bring more returns than a big campaign less wisely planned. A really great business success cannot be achieved in these times without advertising—and the way to begin is to begin. If you wait until you have made your pile the chances are you will never make your pile.

A Tariff Problem in Chemical Costs

This story is told about one of the Tariff Commission's representatives who was attempting to determine the foreign cost of producing a certain chemical. After searching all over Germany, he finally found a manufacturer who was willing to co-operate with him.

"Vell, chentlemen, I haf decided to giff you mein costs," said he, unrolling several sheets of paper covered with blue ink and tied with a red ribbon.

"Yes, sir, and how much are they?" he was asked.

"One million four hundred and seventy-seven thousand marks."

"Is that per kilo or per ton, Herr —?"

"Ach! Es macht nichts aus. That all depends on the mark!"—*Chem. & Met. Engineering.*

PLANT EXUDATIONS USED IN PERFUME INDUSTRY

Eighth Article of Raw Materials Series for Toiletry Manufacturers;
Antecedents, Sources and Attributes of Peru Balsam Are Described

By W. A. POUCHER, Ph. C., London, Eng.

Author of "Perfumes and Cosmetics"

(Series Continued from Page 365, September, 1924.)

Peru Balsam

The history of Peru Balsam dates from the same period of the fifteenth century as Tolu Balsam, and the first records are also contained in the works of the writer referred to in the last monograph. In 1576 an account was given by Palacio¹ of the great Balsam trees of Guaymoco and of the Coasts of Tonalá. This included details of the methods adopted by the natives for extracting the Balsam by scorching the tree trunk.

The term *Peru* as applied to this Balsam is somewhat misleading, the inference being that it is obtained from South America. In actual fact, the trees occur in vast forests near the Pacific Coast of San Salvador in Central America. This territory was formerly known as the Balsam Coast and belonged to Guatemala. The oleo resin was shipped principally at Acapulco and transported to Callao, the port of Lima, whence it was carried to Spain. According to K. Dieterich,² trees producing Peru Balsam occur in Honduras, and upon an examination of authentic samples he distinguished three varieties representing the first, second and third flow, respectively. These specimens were much thicker, much clearer, of darker color and having a more intense balsamic odor than the samples met with in commerce.

Peru Balsam is a pathological product, its formation being induced by the treatment to which the trunk is subjected. It is yielded by *Myroxylon Pereira* Klotz N. O. Leguminosae, a tree attaining a height of about 50 feet. They grow wild, singly and in groups, but are generally the property of one or other of the local traders, who make a point of marking those trees which they own.

Several accounts of the production and collection of Peru Balsam have been given by different travelers, but the most recent is that of Preuss,³ who visited Central America to investigate the cultural conditions and methods of production of important crops and drugs. The trees are found between the latitudes 13° 35 and 14° 10 North and longitude 89° and 89° 4 West. They are worked for Balsam when they attain a girth of 0.6 to 1 metre, which is when they are about ten years old.⁴ A portion of the bark is first bruised then the outer layer is carefully peeled off so as to leave the yellow inner bark exposed. The balsam begins to exude from this wound in about five days, and is collected on a rag attached to the wounded surface. When this flow stops, the wound is burnt for a few minutes with a torch, when the flow of balsam re-commences. In a few days, when this ceases, the wound is deeply cut and all the burnt portions scraped off; this operation causes a fresh flow of balsam. This third exudation thus collected

is known as "Balsam de Contrastique," or "contrapique," while the first and second flow, collected on rags, is called "Balsamo de Panal," or "Balsamo de trapo." Finally, when the "Balsamo de Contrastique" ceases to flow, the whole of the wounded bark is removed, bruised and boiled with water, yielding a third kind of balsam of stronger odor and less value, known as "Balsamo de Cascaro."

Commercial Balsam of Peru

Commercial Balsam of Peru is a mixture of these products in definite proportions. The same operation is then repeated on a higher portion of the trunk, and in several places. The yield of balsam is, according to Preuss, very variable, and average product being 300 pounds from 100 trees. A portion of the balsam is extracted from the rags by boiling with water, in which it sinks when cold; the rest is extracted by a press which at the same time filters the expressed liquid. Peruvian Balsam is not adulterated locally by the producers.

The above process is carried out by the Indians early in November or December or after the last rains. They work the trees a second year by bruising that bark that was left untouched the previous year. A peculiar variation from the above account is given by Smith,⁵ who states that the part of the bark beaten becomes loosened from the wood, but is not broken externally; notches are cut in the loosened bark, fire is applied to the notches, which ignites the exuding balsam and is allowed to burn for a short time; cotton rags are then stuffed into the wounds, and after 15 days the balsam begins to flow copiously.

When Peru Balsam is exported from San Salvador it is in a very impure condition, being yellowish green in color. It is purified on arrival at the above-mentioned ports, clarification is effected in a huge tank holding several hundred-weights of the crude product. The balsam is allowed to stand some time when the heavy extraneous matter sinks to the bottom and the lighter rises to the surface and appears as a scum. The clear balsam is then run off through a cock fitted several inches from the bottom of the tank. It is now clear and in color resembles black-brown treacle. Further purification is effected by boiling over an open fire for some hours when any further scum which rises to the surface is removed.

Exactly what occurs during the formation of the balsam in the trunk of the tree is not known, but the following hypothesis has been advanced by Kronstein.⁶ He traces its generation to the polymerization of allyl cinnamate. He has ascertained that under the influence of sustained heat this ester becomes polymerized into a resin which is both chemically and physically allied to Peru Balsam. It is therefore possible that before the oleo-resin is formed allyl cinnamate occurs in the mono-molecular state within the secreting cells of the plant, and that from this ester Peru

¹ Written especially for Philip II, King of Spain.

² Year Book of Pharmacy (1898), 182.

³ Berichte Pharm. 33, 306, through Year Book of Pharmacy (1901), 159.

⁴ According to older writers this is given as five years.

⁵ Economic Plants (1882), 34.

⁶ Apotheker Zeitung 25 (1910), 1023, through Schimmel's Report April (1911), 138.

Balsam is formed by polymerization while the constituents which are incapable of polymerization, such as free cinnamic acid and benzyl cinnamate, remain in their original state.

Peru Balsam is a thick oleo-resinous fluid which consists of two well-marked portions—peru-resinotannol about 30 per cent and aromatic substances. These have so far been shown by analysis to consist of the benzoic and cinnamic esters of benzyl alcohol, esters of benzoic and cinnamic acids, free cinnamic acid, coumarin, vanillin and nerolidol. The last named alcohol was formerly known as *Peruvial*, the name having been given to it by Thoms⁷ in 1899. Schimmel & Co., however, were able to show⁸ that it was identical with the nerolidol of Hesse & Zeitchel.⁹

Artificial Peru Balsams are occasionally found in commerce and consist mainly of benzyl benzoate, together with traces of other esters and sometimes storax, tolu, etc. Peruol is a name given to one substitute which consists of a mixture of benzyl benzoate and castor oil. Peruscabin is the ester without admixture.

Peru Balsam can be used in perfumery in its commercial state, but it is generally more conveniently handled, especially in cold weather, when let down with about 50 per cent of alcohol. It is a very useful blender and fixer in such perfumes as lotus, heliotrope, Persian lilac, magnolia and champaca. In fairly large quantities it makes an excellent basis for the Oriental type of perfume and in soap perfumery it can be employed with success. In combination with other substances mentioned in this series of articles, it will make good fumigants and incense, its odor becoming much enhanced when volatilized at high temperature.

NOTE: The fruit pods of *Myroxylon Percira* are subjected to pressure for the production of a substance known as *White Peru Balsam*. This resembles turbid honey and is not so odoriferous as the pathological product from the tree trunk. Among the bodies identified as constituents are, cinnamic acid, phenyl propyl alcohol and cinnamic alcohol.

(Series to be Continued)

⁷ Archiv der Pharm., 237, 274.

⁸ Report April (1914), 80.

⁹ Journal fur Prakt Chem. 11, 66 (1902), 481.

SOME VALUABLE ESSENTIAL OIL-YIELDING PLANTS OF AUSTRALIA

A. R. Penfold, F. C. S., Economic Chemist in the Technological Museum, Sydney, N. S. W., who is well known through his extensive research on eucalyptus oils, has published a pamphlet upon some Australian plants of proven economic value as sources of essential oils, with the object of securing the preservation of these plants, and of encouraging the cultivation of others which may have commercial possibilities. From a thorough summary of Mr. Penfold's paper, published in the *Perfumery and Essential Oil Record* (London) Vol. 14, No. 11, the following notes have been gleaned:

Backhousia citriodora. This small tree, a native of Queensland, yields an essential oil richer in citral than any other in the world. It was regularly exploited until some time ago, but production has now practically ceased because lemongrass is a cheaper source of citral, though the *Backhousia* oil contains from 90 to 95 per cent of this constituent. Mr. Penfold, with the co-operation of Mr. E. Cheel, of the National Herbarium, Sydney, has been interested in the experimental cultivation of this plant, and has obtained yields of about 1 per cent of oil of excellent odor and over 95 per cent citral content, from fresh material.

Leptospermum citratum. The essential oil of this plant

was first described by Messrs. Penfold, Challinor and Cheel in 1918. It contains from 90 up to 95 or more per cent of aldehydes, consisting of about equal parts of citral and citronellal. Plants from experimental cultivated plots have yielded about 1 per cent or more of oil. Citronellol made by the reduction of citronellal from this oil was much sweeter than that produced from any other source, including *Eucalyptus citriodora*.

Eucalyptus citriodora. The essential oil of this tree, known as the Queensland lemon-scented gum, has been on the market for a number of years. It is probably the best source of citronellal known, and citronellol produced from it is much superior to that obtained from other sources (with the sole exception of *Leptospermum citratum*). The citronellal content of the oil is about 90-95 per cent, but may be raised to 98 per cent by fractional steam distillation. Oil of this high content can be reduced directly to citronellol, without the necessity of first isolating the citronellal through the bisulphite compound. Though cultivated for ornamental purposes, the tree has never been planted systematically and grown for its oil yield. Mr. Penfold estimates that the price of the essential oil, which has varied from 5 shillings per lb. in 1915 to 12s. 6d. and is now about 10 shillings, could be reduced to 2s. 6d. by economic cultivation. The yield is 0.75-1.0 per cent.

Eucalyptus Macarthurii. The oil from this plant contains about 70 per cent geranyl acetate, together with a little free geraniol, isovaleric aldehyde, butyl and amyl alcohols and esters, phenols, sesquiterpene and other constituents. It is used as an alcohol denaturant in Australia, and has been proposed as a source of geraniol, though Mr. Penfold considers it incapable of competing with other sources of geraniol, since it requires saponification. Furthermore, the yield of oil is only about 0.2 per cent, and the cost of the crude oil is 12 shillings per lb. at the stills.

Darwinia fascicularis. This shrub also yields an oil containing geranyl acetate as chief constituent, and with fewer incidental substances present to interfere with the odor. Nevertheless, conditions of yield and ease of cultivation render it less promising than *Eucalyptus Macarthurii* as a source of this ester.

Leptospermum Liviersidgei. This shrub exists in three varieties (cf. Penfold, P. & E. O. R., Dec. 1922, p. 413), one of no commercial interest and two yielding interesting quantities of citronellal and citral respectively. Though not likely to repay cultivation, on account of the more profitable oils already mentioned, Penfold considers that plentiful existing growths would pay to distil.

Boronia thujona. The leaves of this shrub yield 0.5-0.6 per cent of a slightly fluorescent oil having a delightful fragrance of black currants, and containing 80-90 per cent of thujone. Though requiring careful cultivation, it should be remunerative if grown together with other Australian plants.

The Therapeutic Value of Essential Oils

Pio Lami recommends essential oils as household disinfectants, suggesting the preparation of an emulsion of essential oil with water, made with the aid of castor oil soap. The residues from essential oil distillation, which are rich in terpenes and other disinfectant substances, may also be used. To prevent free alkali in the soap, an excess of castor oil is used, or 1 per cent (based on the castor oil) of thymol or oil of cassia is added. For the preparation of fragrant soap essences the castor oil soap is dissolved in an alcoholic solution of essential oils, instead of in water.—*Boll. Chim. Farm.*, vol. 60, p. 29

A Note on Good Peru Balsam

L. E. Goester. *Pharm. Weekblad* 61, 482-90 (1924).—Good Peru balsam contains little free acid, the maximum amount being equivalent to 0.75 cc. 0.5 N KOH per g. when extraction is made with petroleum ether or 40% EtOH. An extraction made with stronger EtOH gives 3-5 times as much acidity, owing to the liberation of BzOH or cinnamic acid from unstable compounds. The ratio of actual free acid to the acidity determined in the usual way may be taken as a criterion of purity.

CONTRIBUTION TO THE STUDY OF CONCRETE OIL OF ORRIS

Based on work carried out in the research laboratories of Tombarel Freres, Grasse, France.

By P. LANGLAIS and J. GOBY.

The earliest investigations on the composition of concrete oil of orris date back more than a century. Vogel¹ in 1815 discovered the existence of a solid inodorous product which he named "orris camphor." This body was isolated later by Dumas²; then Flückiger³ reported the presence of myristic acid.

In 1893 the classic work of Tiemann⁴ and his collaborators led to the discovery of a new ketone, irone, the odoriferous principle of orris root.

Besides these two constituent elements it has been found that the oil contains small quantities of methyl myristate and of free and combined oleic acid.

Finally a new investigation in Schimmel & Co.'s laboratories⁵ enables us to enumerate fufurol, benzoic aldehyde, nonylic and decylic aldehydes, naphthalene, as well as traces of a base, a phenol and an unidentified alcohol.

In the course of preparing a certain quantity of absolute oil of Florentine orris effected, on many kilos of the concrete oil, we have obtained a portion, entirely soluble in sodium carbonate, composed of organic acids with a boiling point lower than that of myristic acid and further liquid at the temperature of the laboratory, 28 degrees C. The concrete oil forming the basis of our experiments was distilled by ourselves, and was therefore absolutely authentic. In these circumstances it appeared to us to be interesting to investigate the nature of these acids, of which the presence in oil of orris had not been noted, to our knowledge, before.

Experimental

A first fractional distillation by stages of 5 degrees at 40 mm. showed us at once that we were working on a very complex mixture because the first fractions passed over at 130 degrees C., and the last at 215 degrees C., with no distinct steps between the two extreme temperatures.

We accordingly effected a series of four fractional distillations, of which the last furnished us, under a pressure of 40 mm., with portions passing over at definite fixed points, thus:

1. 150°—151° small quantity of liquid.
2. 162°—163° small quantity of liquid.
3. 174°—175° important quantity of solid.
4. 185°—186° small quantity of liquid.
5. 198°—200° important quantity of solid.
6. 210°—212° small quantity of solid.

Study of Each Fraction

(1) The fraction distilling at 150-151 degrees C. had a fatty smell, recalling that of perspiration. Redistilled under a pressure of 4 mm., it boiled at 110-111 degrees, and at 237-238 degrees C. under the normal atmospheric pressure (758 mm.); the boiling point corresponded to that of a saturated octylic acid. To verify this we took the index of acidity: 1.2141 gramme of the acid in alcoholic solution

required for neutralization, in the presence of phenolphthalein 16.7 cc. of semi-normal potash, showing the molecular weight to be (foramono-basic acid) 145.5. The calculated molecular weight of the saturated acid with 8 carbon atoms is 144.

Finally we prepared the anilide by heating for two hours on a sand bath with a slight excess of freshly distilled pure aniline. After purification and repeated crystallization from weak alcohol the melting point was found to be 51 degrees C. The recent work of Asano⁶ indicated 51.5 degrees C. as the melting point of octylic anilide.

Determination of the silver salt: Weight of substance, 0.755 gm.; weight of silver, 0.3601 gm.; calculated for $C_8H_{15}O_2Ag$ = 251, found 251.7. These results confirm the presence of caprylic acid.

(2) Fraction 162-163 degrees C. Redistilled, it boiled at 253-255 degrees C. at atmospheric pressure, and at 124-125 degrees C. under a pressure of 4 mm. The molecular weight calculated initially from the index of neutralization: Weight of substance, 0.890 gm. neutralizing 11.2 cc. of semi-normal potash = 159 (calculated for $C_8H_{15}O_2$ = 158).

Saponified with ethyl alcohol and sulphuric acid the ester had a very pronounced odor of rum.

The anilide melted sharply at 57 degrees C., thus pointing to a nonylic acid, i.e., pelargonic acid.

It has always been believed that pelargonic acid existed in oil of geranium⁷—from *Pelargonium odoratissimum* and *P. roseum*; hence the name; but Messrs. Schimmel & Co.⁸ have only identified in this oil an unsaturated acid—tiglic acid.

(3) The fraction 174-175 degrees C. forms an important part of the fractionation. The boiling point is from 138-139 degrees C. under 4 mm. pressure, and from 268-270 at normal pressure. After a first crystallization in weak alcohol and cooling we have made the barium salt, which is deposited in the crystalline state from its boiling aqueous solution. Converted into the sodium salt by sodium carbonate and liberated by dilute sulphuric acid, the acid melted at 31 degrees C. The molecular weight found was 172.3 (calculated for $C_{10}H_{19}O_2$ = 172). The anilide re-crystallized thrice from 70 per cent alcohol melted at 65.5 degrees C. The ethylic ester under 4 mm. boiled at 104 degrees C. The specific gravity at 28 degrees C. was 0.859.

Ester index: Substance, 1.505 gm., semi-normal potash 15 cc. gave 279; calculated for $C_9H_{17}COOC_2H_5$ = 280. These results clearly point to decylic (capric) acid.

One would naturally expect to find these two acids, C_8 , C_{10} , because the researches of Schimmel & Co.⁸ have shown the existence in oil of orris of their two aldehydes—nonylic and decylic.

(4) We have seen that the preceding fraction is solid at a temperature about 28 degrees C. The higher fraction, 185-186 degrees C., is completely liquid, which presumes the presence of an acid with an unequal number of carbon

¹Vogel, Journ. de Pharm., iii. 1 (1815), 483.

²Dumas, Journ. de Pharm., ii. 21 (1835), 191.

³Flückiger, Arch. der Pharm., 208 (1876), 481.

⁴Tiemann, Berl. Berichte, 26 (1893), 2675.

⁵Bull. Sem. Schimmel, April, 1907.

⁶Asano, Bull. Soc. Chim. (1922), 32, 1,710.

⁷Pless, Liebig's Annalen, 59 (1846), 54.

⁸Bericht, von Schimmel, April, 1894.

⁹Schimmel; Bull. Sem., April, 1907.

atoms; for according to the rule of melting points we find in homologous series (especially with the aliphatic acids) that the higher terms with unequal carbon atoms have lower melting points than those of the terms containing one less atom of carbon, so that while the boiling point rises progressively, the melting point of successive terms rises and falls alternately.

Clearly we have here undecylic acid, of which the constants found are as follows: Boiling point under 4 mm. 145-146 degrees, under normal pressure 280 degrees.

As the melting point observed, 27 degrees, was slightly below that found in literature, we have verified that the acid does not possess a double ethylenic linking. When dissolved in sodium carbonate the acid does not decolorize potassium permanganate. Bromine dissolved in carbon bisulphide is not decolorized, and no bromide is formed. The iodine index is nil.

Molecular weight: Substance, 1.358 gm.; semi-normal potash 14.8 cc. gave 184—calculated for $C_{11}H_{22}O_2 = 186$.

The anilide melts at 71 degrees. Asano found 68 degrees, and Robertson¹⁰ 71.

Determination of silver salt: Found 291, calculated 293.

(5) The fraction 198-200 degrees is crystalline, and as important as the capric acid fraction. Redistilled under 4 mm. it passed over at 153-154 degrees. Purified by recrystallization from 70 per cent alcohol, the acid melted sharply at 43.5 degrees. The molecular weight is: Substance, 1.0964 gm., which neutralized 11 cc. of semi-normal potash giving 199.3—calculated for $C_{12}H_{24}O_2 = 200$. The anilide very easily crystallized from 70 per cent alcohol and melted at 75.5 (Asano 75 degrees), thus proving normal dodecylic acid; that is to say, lauric acid.

(6) The fraction 210-212 degrees came over immediately before the myristic acid— C_{14} —and is composed of tridecylic acid melting at 39 degrees (stated to melt at 40.5 degrees). This difference is undoubtedly due to the small amount of material at our disposal, which made a more complete purification impossible. The molecular weight found was 215—calculated for $C_{13}H_{26}O_2 = 214$.

The anilide, after 3 crystallizations from 70 per cent alcohol melted sharply at 81.5 degrees (Robertson has found 80 degrees).

(7) Finally the mother-liquors of the C_9 fractions much diluted and cooled threw down a slight precipitate which, recrystallized from water, melted at 121 degrees. Mixed with benzoic acid the melting point was not lowered, and we think it to be benzoic acid.

Conclusion

We have discovered, in concrete oil of orris, the presence of 6 saturated aliphatic acids, viz.:

Ocrylic (caprylic)	C_8
Nonylic (pelargonic)	C_9
Decylic (capric)	C_{10}
Undecylic	C_{11}
Duodecylic (lauric)	C_{12}
Tridecylic	C_{13}

and an aromatic acid (benzoic).

The C_9 , C_{11} and C_{13} acids have not before been found in nature, and have remained until now the products of synthesis.

In a communication made two years ago to the College de France, M. E. André¹¹ noted that Heintz, in 1857, be-

lieved himself justified in concluding that no aliphatic acids existed in natural products having an unequal number of carbon atoms in the molecule. M. André added that the German chemists had refused until the last few years to admit the existence of daturic acid (C_{17}), which M. Gerard had discovered in 1891 in oil of datura seeds. "It had been necessary to recall the evidence," said M. André, "which actually proved the identity of the phocenic acid of Chevreul with valerianic acid."

To complete the examples of M. André we must add that according to Gildemeister¹² the acid C_3 and isoheptylic acid have been found in nature, the first in oils of chamomile, of parsnip and of lavender, and the other (C_7) in oil of American pennyroyal.

Our study thus conveys three new proofs of the presence of acids with an unequal number of carbon atoms in the molecule in nature, and more particularly in essential oils.

¹²Gildemeister, *Les Huiles Essentielles*.

ELECTRICITY IN THE BARBER SHOPS

(From The New York Morning Telegraph)

This is a mechanical age, as J. Bromide Babbitt is fond of saying. Every day we hear new wonders of science, like rubber corsets that make the all too solid flesh of middle-aged ladies melt like the Spring snows, or a trick lady's wrist watch that goes without winding up, as lady's wrist watches have to if they're to go at all. The preamble is just to introduce the electrical barber shop at the Electrical Exhibition at the Grand Central Palace. The feature of this display is an electric safety razor that makes sixty strokes a minute, permitting the customer who wants a shave to go around the course in 36 under par, this score representing eighteen consecutive "eagles."

The invention of the jazz razor saves time. Indeed, a guy with the toughest possible beard—one of those citizens who looks as though he used Prussian blue for face powder—will be able to get shaved so quick the barber won't have time to ask him. "What do you like at Latonia today?" No, sir, the barber shop won't seem like the same old place.

Nothing to it, but to install a radio to do the talking. There are devices for hair cutting, bobbing, shampooing and singeing, but, demmit, if they try to work off a mechanical manure to pinch hit for the medium blonde in John the Barber's plant, it doesn't count, and John loses an old customer. Besides which Jean Campbell, who has just opened her own manure shop, will wreck the whole dump. And Jean could do it. Jean has been dealing with fresh salesmen so long that practically nothing daunts her, and cleaning out an electrical exhibition would be pie for her.

That's as far as they've gotten with the electrified barber, but a whole crew of laboratory men are working on a scheme to adapt Earl Carroll's wind ballet to barber shop uses. An electrically operated device is needed to pump up air pressure so that a customer will be stripped of his hat, coat and collar as he opens the shop door. He'll probably have to put them on again himself, but one thing that can easily be invented is a slot machine to accept the usual jitney tip.

"Listening In" on the Banks of the St. Lawrence

"What, fishing on the Sabbath," exclaimed the minister reprovingly. "Don't you know that little boys who fish on the Sabbath go to the bad place?"

"Huh! I guess dat's right," replied the youngster disgustedly. "I couldn't 'a' struck no worse place dan dis."—*Radio caught by the Western Druggist.*

Dental Morsel Hard to Swallow

A set of teeth seven feet in length has been discovered in Italy. It is thought that they belonged to the original revue actress of the tooth-paste advertisements.—*London Daily News.*

¹⁰Robertson, *Bull. Soc. Chim.*, 1926, t. 28, p. 132.

¹¹André Le chimie des corps gras, son état actuel, *Bull. Soc. Chim.*, 31 p. 487.

OCTOBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, October 7.—Following is the October report on essential oils and floral products:

Orange

There is little to record this month on the subject of products made from orange blossoms.

The liquid and solid concretes are always in great demand. Almost all of the oil neroli has been sent out to regular consumers. The distillation of petitgrain oil is almost finished and this oil will be sold so very quickly that there will be none left by the next harvest in May, 1925.

Rose

Demands for rose products are about as usual. The market is not very busy, because the attention of consumers is at present mainly directed toward jasmin and toward some of the native essential oils. Nevertheless large orders are coming into Grasse for the following: Pomades, solid concretes, absolutes, and distilled rose water. The stocks on hand next May will be insignificant, so that we can scarcely expect a drop in price for the next crop.

Jasmin

The blossoming during the month of September has not been such as to make up for the loss caused by weather conditions during August. The cool days of early Autumn have appeared and the harvest is already over or nearly over, since there have been whole days during which no blossoming has occurred. During this time the picking could be dispensed with because of the scarcity of the full blown flowers.

To sum up: The crop will be below normal so that the high prices prevailing for the jasmin flower will be, to some extent, justified by the scarcity of the products which will be manufactured this year.

The large demand manifested for all the jasmin products, long before the harvest, has made each manufacturer afraid that he may not be able to secure a sufficient quantity of flowers to satisfy his customers. The result is that the manufacturers have bid against each other, and the flower growers, knowing their requirements, have readily made themselves accomplices in this bidding which has made the price to be paid this year rather high. Fortunately the Syndicate of Grasse Perfumers has succeeded in mastering the rise in price and, as the result of an interchange of views and an arrangement with the Syndicate of Parisian Perfumers, the rise has been stopped by a common agreement among the buyers.

Tuberose

This crop is poor also, on account of the cool weather of the months of August and September. Prices higher than those of last season must be prepared for, because there is nothing left from last year, and the quantities manufactured in 1924 were distinctly below normal. The harvest is now over.

Geranium

(a) Bourbon.—There is a distinct decrease in the price of geranium oil from the island of Réunion. This is due to the stagnation which started a month ago and not to large stocks remaining on the island, because, according to exporters, these stocks are very low and a resumption of higher prices is not impossible. It is a fact that a drop in price occurred a month and a half ago but that a recovery took place at once, after some large purchases had been made.

(b) African.—The market price of the Algerian oil is stationary. The stocks of the second cutting are almost entirely used up. At present they are waiting for the oil from the last cutting, called the Winter Cutting, which generally produces almost nothing, because the distillation is very often stopped by rain which lasts for weeks at a time and which prevents the cutting. Moreover, the perfume quality of this oil is very weak.

(c) Grasse.—The Grasse geranium oil is being distilled now, but the crop is not large. The rains inundated the soil where the geranium grows and the plants suffered from this overabundant humidity. The market price will be higher than last year's, because the cutting will certainly be below normal.

Mint

We must record a very considerable increase in the prices of all mint oils. The Japanese oil has reached extremely high prices, too high, indeed, compared to the prices of other oils of a finer quality.

The price of American mint oily has reached very high limits for a country where the exchange is not favorable on account of the present market value of the dollar. The result is that the Grasse mint oil is very advantageously placed. Its price, although slightly higher than that of last year, has not risen in the same proportion as that of the exotic mints. Sellers of Grasse mint oil have had and will still get large orders. These orders have made it possible to offer the growers of the plants good prices which will encourage the cultivation that has been somewhat neglected recently on account of the unremunerative prices offered.

Lavender

The good-sized orders which have come from the four quarters of the globe for oils of lavender and a crop really less than normal, have caused a considerable rise in the prices, already high, which prevailed at the beginning of the distillation of the plants.

The crop is estimated this year as three quarters of the normal crop. As the demand seems to be greater than in former years, there is every expectation of an extremely high market price, especially as there is none of the stock of previous years left with the manufacturers or the consumers.

The fairs in the Alpes have scarcely begun and already more than half of the distillation has been sold, on the very spots where it has been distilled. Lavender rich in linalyl acetate has sold rapidly and at any price asked, so that it is beginning to be held at a premium.

On account of the prevailing high prices, none of the buyers have stocked up. Everything bought has been exported at once to foreign countries. Even higher prices are to be expected.

Spike

The expensiveness of oils of lavender has necessarily forced a rise in the prices of spike oils.

Spain reports a harvest below normal and extremely high prices for spike oil.

French spike of higher quality than the exotic oil will be expensive, but the market price will be advantageous compared to Spanish spike. The increase over last year's prices will scarcely be more than twenty francs per kilogram. The distillation will not be very large.

Rosemary and Thyme

The demand for these two oils is normal. Rosemary oil is at present the cheapest oil available for ordinary soaps. Therefore its consumption has increased. The market price is firm with an upward tendency.

As for the oil of thyme, there is always a considerable demand from the manufacturers of thymol. The stocks are not large and a drop in price cannot be expected for some time.

Summary

With the return of Autumn, business, which passed through a dull period during the months of August and September, seems to be reviving. Orders for all floral products and for native essential oils are coming in to Grasse in satisfactory numbers.

As there is no drop in prices anticipated for the whole year, transatlantic consumers may profit by the present value of their money to stock up under favorable conditions.

TRADE MARK AND LABEL CASES PENDING IN COURTS

**D'Amour Litigation Against Wanamaker May Rival the Narcissus Suit;
Ernest Coty's Agent Here Appeals; the Prestonettes Case Is Up Again**

ROGER & GALLET SUE TO PREVENT THE REGISTRATION OF CHARME D'AMOUR

A suit has been started in the United States District Court for the Southern District of New York, by Roger & Gallet who are seeking an injunction to restrain John Wanamaker of Philadelphia and New York from registering *Charme d'Amour*.

John Wanamaker filed an application in the patent office for the registration of this trade mark and Roger & Gallet filed an opposition based on alleged prior use of *Fleur d'Amour* and *Bouquet des Amours*.

It appears from the papers filed in the case that Roger & Gallet filed a petition to register *Fleur d'Amour* in March 1922, and were granted a certificate of registration September, 1922, but they claim usage since 1903. They also claim that they have sold *Bouquet des Amours* in the United States since 1903.

It is alleged that the use of these trade marks by John Wanamaker is likely to cause confusion and mistakes to the injury of the plaintiff. There is no charge of unfair competition. The defense alleges that the word "Amour" has a general currency in the trade in various combinations. In support of this they submit the following:

Amoretta, Florence N. Lewis; Amoray, Geo. B. Evans; Amonta, Jos. Calisher; Amorosa, Wm. Cooper & Nephews, England; Esprit d'Amour, John Blocki & Sons, Inc.; Gage D'Amour, Yardley & Co.; Lumiere D'Amour, Geo. H. Betts, New York; Poudre Amourette, Daggett & Ramsdell; Reve d'Amour, Aubry Sisters, Inc.; Etoile d'Amour, E. Wertheimer & Cie.; Caresse d'Amour, Marqucan, Crepent Moore Co.; Bel Amour, Paul Rieger & Co.; Chant d'Amour, Maurice Lévy; Nuit d'Amour, Saks & Co., N. Y.; Rose D'Amour, Miro Dena, N. Y. C.; Love's Dream, Faxon & Gallagher; Lov'me, Melba Mfg. Co.; Love Me Dear, Druggists' Importing Co.

The defense also alleges that the trade marks do not infringe and that the word "Amour" can be used by anyone in association with other words.

Attorneys for Roger & Gallet are Everts, Choate, Sherman & Leon, and for John Wanamaker, Howson & Howson and Hedges, Ely & Frankel.

No date has been set as yet for the hearing.

"Adorable" and "Adoree"

The Court of Appeals of the District of Columbia has handed down a decision in the trademark opposition proceeding in the United States Patent Office between Melba Manufacturing Company and Billingsley, in which the Assistant Commissioner of Patents held that the word "Adorable" is not registrable, it being admitted that the goods are the same and that the marks are so similar as to be likely to cause confusion. It was claimed by applicant that opposer uses both "Adoree" and "Ador Me" upon the same goods, but it was held that this fact does not affect the situation. The Court of Appeals affirms the decision.

Publication of Trade Marks in Chile

In the future any party who is desirous of registering a trademark (manufacturer's mark) in Chile will be obliged to have a facsimile of such mark published in the *Diario Oficial*, thus making it known to all manufacturers in business in the Republic, according to a decree recently issued. The *Diario Oficial* will also publish a yearbook of trademarks, in which will appear clichés of all the registrations that have been made.

COTY-PRESTONETTES LITIGATION UP AGAIN ON QUESTION OF PROPER LABELS

The continued litigation between Coty, Inc., and concerns which rebottled Coty's perfumes or made compacts from Coty's loose face powder entered another phase when the appeal of the plaintiff in the case of Coty vs. Prestonettes was argued on Thursday, October 9, before the Circuit Court of Appeals, Judges Rogers, Hough and Manton presiding. Judge Augustus N. Hand, of the United States District Court, prescribed certain forms of labels to be used in rebottling, etc., for the protection of the plaintiff on the plea that these labels were insufficient to protect the interests of Coty and the Coty customers and the argument before the Court of Appeals was devoted solely to the question of the form of label which the defendant should be required to use on rebottled perfume or on compacts made from the plaintiff's powder. In the litigation Coty, Inc., was represented by Messrs. Mock & Blum, the defendants by Reiss & Reiss and Charles H. Tuttle, of Davies, Auerbach & Cornell. The result of the appeal will probably be announced within the next month.

Ernest Coty's American Agent Appeals

Dissatisfied with the decision of the United States District Court and of the United States Circuit Court of Appeals that in the United States any sale of the products of Ernest Coty must be accompanied by the use of the phrase "Not the original Coty" the Parfums de Grand Luxe, a New York Corporation, which is the United States agent for the Ernest Coty products, has made an application for a writ of certiorari to the United States Supreme Court to review this litigation between itself and Coty. It is within the discretion of the Supreme Court whether it will hear an appeal in this matter, as an appeal cannot be taken to it as a matter of right in these cases. The application for the writ of certiorari was denied by the U. S. Supreme Court, October 20, without an opinion.

Vanette

Acting Commissioner of Patents has held that Alfred H. Smith, Inc., is not entitled to register the words "Vanette" or "Dierkiss Vanette Kerkoff" for perfume containers, upon the ground that the applicant is not in the business of selling containers and that such containers were sold only as containers for perfume.

Business, Life and Horse Races Run in a Groove

Business is built on confidence and confidence is constructed of honesty, sincerity and the ability to make good on both. The dashing individual who plays a cracking game of golf, who always has the latest story to tell, who is supplied with a little pre-prohibition (?) stuff, and is a wonderful entertainer, may get away to a splendid start, but the worker, who is sincere, honest, conscientious, confident, usually wins out. Life races are similar to horse races in this respect: Most of them are won in the home stretch—*The Superintendent, Cincinnati, Ohio.*

Coolidge Counters on Inquisitive Reporter

Speaking of the Coolidge reserve: "Do you wish to say anything about Prohibition?" was the reporter's first question. "No." "About the farm bloc?" "No." "About the World Court?" "No." The reporter turned to go. "By the way," added Coolidge, unexpectedly calling him back, "don't quote me."

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Two Big National Druggists' Organizations Decry Dry Unit's Edicts;
Chemical Trades Elect Officers; Points About Two Coming Expositions**

N. A. R. D. HOLDS GREAT CONVENTION THIS YEAR IN NATIONAL CAPITAL

About 1,400 members of the National Association of Retail Druggists attended the 26th annual meeting which was held in Washington, D. C., September 22-25. Reference to the meeting will be found in our Washington Correspondence. The Cramton Bill was duly and strongly denounced and Prof. James H. Beal, the noted scholar and leader of American pharmacy, scored a hit in this comment on tax and dry law conditions:

"Taxes and bureaucratic government are inseparable. The more government the more taxes; the more taxes the more bureaucrats. Society has always been afflicted with a class of humans which has sought to save men from the frailties and weaknesses of the human race by the enactment of laws. This business has become very profitable and what was formerly a pest has become a pestilence. The only successful theory of uplift was that expounded by the Great Teacher on the shore of Galilee, who taught that true social order can only be maintained through the moral regeneration of individuals. The trend of nearly all of the uplift legislation has not tended to keep men from doing wrong, but to coddle and save degenerates and weaklings to the hazard of all the members of society."

The association adopted a resolution condemning as "unfair" and "demoralizing" the practice of "a number of wholesalers" who "sell to the public direct at wholesale rates." Resolutions to that effect were introduced by delegates from St. Louis, New York, Chicago and other cities and many retailers present declared that the practice of wholesalers selling merchandise to other than retailers, at wholesale prices, was general in the communities in which they were located. The association will urge that the practice be discontinued at once. Reference to the "hidden demonstrator" topic, which is just now being taken up by the N. A. R. D., will be found on page 418.

A resolution was adopted urging the education of the public, through drug stores, as to the lawful and necessary use of alcohol and narcotic drugs and the abuse of those products for illicit purposes. Manufacturers were condemned for advertising retail prices of 50 cents and \$1 on items they sell to the trade at prices above \$4 and \$8 per dozen. A vigorous protest was made against the levying of any tax upon alcohol intended for medicinal use.

The following officers were elected for the ensuing year: President, F. R. Peterson, of Oregon; first vice-president, J. W. Cookson, of Kansas; second vice-president, D. S. Sanders, of Tennessee; secretary, Samuel C. Henry, of Illinois; treasurer, Harry Ginther, of Ohio, and members of the executive committee, Wm. A. Oren, of Indiana, and Samuel C. Davis, of Tennessee.

Chicago Perfumery, Soap and Extract Association

Walter L. Filmer, secretary of the Chicago Perfumery, Soap and Extract Association, announced a treat in store for the members at the meeting scheduled to be held at the Elks' Club on October 15. It was a talk by Dr. P. R. Geiger, Assistant Health Commissioner of Chicago, on the subject: "A Backward Look for a Forward View."

Bowling every Wednesday evening is a regular order of business for the members of the association.

Synthetic Manufacturers Fix New Dates

Synthetic Organic Chemical Manufacturers' Association, dyestuffs section, has voted to hold the monthly meeting on the third Thursday instead of the second Friday of each month.

JUBILEE MEETING OF WHOLESALE FIRMS IN DRUG TRADE A BIG SUCCESS

The fiftieth annual meeting of the National Wholesale Druggists' Association at Atlantic City, September 22-25, was a great success. Much business of importance was transacted and the social features, as usual with the association's conventions, were most enjoyable. The address of the president, G. Barret Moxley, was extremely long and equally interesting. All through the proceedings there was evidence of revolt against the Anti-Saloon League encroachments on the wholesale druggists. Strong resolutions were passed against the Cramton Bill.

Sewall D. Andrews, of the Minneapolis Drug Co., Minneapolis, was elected president. Other officers are: First vice-president, William O. Kuebler, Bolher & Kuebler Co., Newark, N. J.; second vice-president, Mackay Van Vleet, Van Vleet-Mansfield Drug Co., Memphis, Tenn.; third vice-president, William F. Geary, Kirk, Geary & Co., Sacramento, Cal.; fourth vice-president, George H. Huff, Kauffman-Lattimer Co., Columbus, Ohio; fifth vice-president, B. F. Page, W. H. King Drug Co., Raleigh, N. C.

New members of the Board of Control, to serve for three years, are: Roblin H. Davis, Davis Brothers Drug Co., Denver; Henry J. Bowerfind, Fort Wayne Drug Co., Fort Wayne, Ind.; Charles W. Whittlesey, Charles W. Whittlesey Co., New Haven; J. G. Smith, Columbia Drug Co., Savannah. Carl F. G. Meyer, Meyer Bros. Drug Co., St. Louis, Mo., was chosen to fill the unexpired term of two years made vacant on the board by the election of Mr. Andrews as president.

At a meeting of the Board of Control, A. H. Van Gorder, of Hall-Van Gorder Co., Cleveland, Ohio, was elected chairman. He and C. Mahlon Kline and C. F. G. Meyer will serve with President Andrews as the newly created executive committee of the association. F. E. Holliday was reappointed general representative. C. H. Waterbury was again chosen as secretary.

New associate members elected included, Coty, Inc., New York; Frostilla Co., Elmira, N. Y.; R. Hillier's Son Co., Inc., New York; Princess Pat, Ltd., Chicago; Carroll-Dunham-Smith Pharmacal Co., New York; Paul Westphal, New York.

The association voted to continue its studies of operating expenses in connection with the Bureau of Business Research of Harvard University. A renewal of pledges will be made and sufficient funds raised to enable the members to aid in a more comprehensive study of operating expenses and problems than has yet been accomplished.

A new committee on education was charged by the association with the responsibility of devising some method and practicable plan whereby better relations with retail druggists might be developed. It was also instructed to take under consideration a suggestion for the inauguration of a merchandising or dealer education and dealer help campaign among retail druggists and their clerks.

Resale price maintenance legislation for the protection of identified merchandise against the abuse of baiting by excessive and unfair price cutting was endorsed, and a resolution was adopted requesting early hearings upon the bills now pending in Congress.

A report, which met with the unanimous approval of the delegates, including those from the American Chemical Society, was submitted by C. Mahlon Kline, of Kline, French & Co., of Philadelphia. The report said in part:

"The industries depending on the use of alcohol have steadily declined owing to the drastic and unjust methods employed by the prohibition office, while establishments engaged in the use of alcohol illegitimately have flourished by the falsification of bonding warehouse records, and ob-

taining alcohol without tax, are flooding the market with preparations containing it at a price far below the standard at which legitimate concerns must sell."

The report declared that the only person able to deal intelligently with the alcohol using industries is the Commissioner of Internal Revenue, and strenuously opposed the Cramton bill.

"The men in the prohibition enforcement business do not see beyond their noses," it was stated. "They think of alcohol only in terms of 'booze,' and they do not realize that it is the only known universal solvent employed in practically every industry and that manufacturers must be able to obtain it as easily and as conveniently as any other raw material."

"The manufacturers of this country using alcohol are a unit in opposing the policies of the prohibition enforcement division of the Treasury Department. There is absolutely nothing that they do of which we approve. They have been and are a rank failure in every way."

"We have come to this opinion as a result of four and one-half years of practical experience, trying every conceivable way to co-operate with the prohibition enforcement officials, and receiving no sensible treatment except at the hands of the Commissioner of Internal Revenue, who knows what the problems and needs of the manufacturer are and is capable of meeting them."

"Experience has shown the serious danger to legitimate industry involved in requiring applications for alcohol to pass through the hands of prohibition directors and their assistants. On the other hand, illegitimate users of alcohol apparently have but little trouble in obtaining all they need."

"Manufacturers and jobbers of alcoholic medicinal and toilet preparations, flavoring extracts and allied products, for instance, have been obliged during the past eighteen months to meet considerable illegitimate competition from concerns advertising standard articles, like Jamaica ginger, tincture of sweet orange peel, witchhazel, rubbing alcohol, lemon extract, etc., at prices below the cost of production in legitimate, well-equipped manufacturing establishments."

"The wholesale drug trade in particular has been flooded with circulars advertising these goods and emphasizing the low prices, quoted on barrel lots. A large number of these circulars were presented by us to the prohibition unit with the suggestion that the source of alcohol supply of these concerns be inquired into, the surface indications suggesting that no tax could have been paid on the spirits employed in the production of these goods."

The committee declared that "every-day transactions should be practically upon a cash basis," and then asserted that the present greatly disturbed condition regarding terms and discounts is due "largely to the somewhat unexpected results from Uncle Sam's policy under the Prohibition Act." "The ruling of the department," the report stated, "which allowed the establishing of a wholesale drug house with a limited capital of \$25,000, brought a large amount of injustice to our business and created competition which practiced destructive methods in order to carry on the liquor business contrary to the prohibition law."

"We are waiting patiently for the Federal Government to eliminate such practices so that a legitimate dealer may be freed from this unjust competition."

"One of the greatest steps that could be taken to free the jobbing drug trade from the present destructive terms and discounts would be to ask the Federal Government for amendment to the present prohibition law, by dropping out from the law the term 'druggists' as the distributor of liquors, and ask the Federal Government to put the liquor business upon a governmental dispensary basis and leaving alcohol to be sold by the druggists only for medicinal and mechanical uses."

Salesmen Dine and Elect Officers

The Salesmen's Association of the American Chemical Industry held its annual meeting at the Druachem Club, New York City, on September 30. E. J. Mehren, vice-president of the McGraw-Hill Co., spoke very interestingly on "Economic Conditions in Europe." There was an appetizing dinner, with music and vaudeville.

The election of new officers resulted as follows: President, Dr. F. P. Summers, Noil Chemical & Color Works; first vice-president, E. J. Barber, White Tar Co.; second vice-president, J. G. Harrison, Rollin Chemical Corporation;

third vice-president, H. F. Wilmot, Synthetic Organic Chemical Manufacturers' Association; secretary, W. H. Adkins, Monsanto Chemical Works; treasurer, Robert Quinn, Mathieson Alkali Works; executive committee, John A. Chew, Warner Chemical Co.; Alva H. Pierce, Grasselli Chemical Co., and Burnell R. Tunison, U. S. Industrial Alcohol Co. R. P. Dunning, who is leaving the chemical industry, was elected an honorary member.

Chemical Equipment Men Hold Election

The second annual meeting of the Association of Chemical Equipment Manufacturers, held at the Chemists Club, New York City, September 16, resulted in the election of G. O. Carter, Linde Air Products Co., president; E. C. Alford, T. Shriver & Co.; T. C. Oliver, Chemical Construction Co., and L. S. Thurston, General Electric Co., vice-presidents; P. S. Barnes, the Pfaudler Co., treasurer, and Peirce D. Schenck, Duriron Co., Inc., and J. W. Spotten, United Lead Co., directors for three years.

Gratifying progress was reported by the exposition committee, comprising G. O. Carter, Linde Air Products Co.; E. C. Alford, T. Shriver & Co., and Roberts Everett, secretary of the association, which has charge of plans for the First Chemical Equipment Exposition to be held in Providence June 22 to 27 inclusive, 1925.

American Pharmaceutical Association

The ticket being voted on by members of the American Pharmaceutical Association for next year is as follows:

For President (one to be elected): Wilbur L. Scoville, Detroit, Mich.; Lucius L. Walton, Williamsport, Pa.; Charles W. Johnson, Seattle, Wash. For members of the Council A. Ph. A. (three to be elected): Henry C. Christensen, Chicago; Samuel L. Hilton, Washington, D.C.; Julius A. Koch, Pittsburgh; Theodore J. Bradley, Boston; Charles W. Holton, Newark, N. J.; W. Bruce Philip, San Francisco; Walter M. Chase, Detroit; Henry M. Faser, University, Miss.; Edsel A. Ruddiman, St. Louis.

The drive for the half million dollar fund for a building for the association has reached approximately \$400,000.

Dr. Hendrick Heads Chandler Museum

Dr. Ellwood Hendrick began his duties as head of the Chandler Chemical Museum at Columbia University October 1. He succeeds Professor Charles F. Chandler, the founder of the museum, who resigned some time ago because of ill health. Dr. Hendrick is a graduate of the University of Zurich, Switzerland. He is an ex-president of the Chemists' Club, a member of the executive committee of the Research Corporation, and is associated with other organizations.

New York Chemists Greet Dr. Armstrong

E. F. Armstrong, former president of the Society of Chemical Industry, who is in this country on a business trip, addressed the New York section of the organization October 17 at the Chemists' Club, this city, on "Fats from Many Aspects." A dinner was a feature of the meeting.

Gift of \$475,000 for Harvard University

Bishop Lawrence, chairman of the committee to extend the national service of Harvard University, announces a gift of \$475,000 for the division of chemistry from the family of the late E. C. Converse of New York.

American Bottlers' Association

Elaborate preparations are being made for the annual convention of the American Bottlers of Carbonated Beverages in Louisville, Ky., November 10 to 14, inclusive. The accompanying exhibition of machinery used in this industry is expected to overshadow all previous shows of the kind. Nearly all of the 263 exhibit spaces have been reserved.

Exposition to be Held in Porto Rico

Plans are being carried forward for an exposition for the development of industry, agriculture and commerce, to be held at Las Casas, a suburb of San Juan, in February next, reports Trade Commissioner L. W. James from San Juan, Porto Rico.

International Olive Oil Congress

The seventh International Olive Oil Congress will be held in Seville, Spain, from December 5 to December 10 this year. Scientific, technical and commercial aspects of the industry will come up for consideration.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our September report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association.

Word has been conveyed to the members to use their best endeavors to defeat the Cramton bill, which will be up again for action in Congress in December. All should get into communication with their United States Senators and advise them it is a menace to legitimate industries.

Secretary Hickey has sent out a revised list of the members as of September 26, 1924, which is very handy, as it also contains the roster of officers and committees.

Circular No. 174 gives a full report on the "Vanilla Crop and the Tax on Alcohol." The vanilla report was procured for the Association through the Chamber of Commerce from Wesley Frost, United States Consul General at Marseilles, France. The substance of this report was printed in our FLAVORING EXTRACT SECTION, page 322, August issue. An item of added interest, however, is that Mr. Frost mentions as his sources of information conversations with the following: Wm. Ingersoll, 1 Boulevard Longchamp; Emile Ettlin, 5 Rue St. Jacques; A. Conza, 12 Rue Chapier.

(It is interesting to note that Mr. Ingersoll is the French representative of Dodge & Olcott Co., New York, while the other two informants are brokers. Some buyers of vanilla beans are disposed to discount the information on vanilla crops which can be obtained of American firms, despite the fact that the latter derive their knowledge of the conditions from the same sources the consuls consult and often receive it far ahead of the official channels.)

Circular No. 175 deals with the "North Carolina Drug Situation" particularly in relation to the sale of preparations in drug stores.

SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in taking care of the interests of the association and its members during the last month. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members, including a bulletin on the cancellation of the proposed rider on "H" permits.

Secretary Hickey also has issued the call for the annual convention which will be held in the Brown Hotel, Louisville, Ky., on November 10, starting at 10 A. M.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Tariff Decision on Fruit Juices

Sustaining a protest filed in the name of Mario P. Tribuno, the Board of Appraisers finds that grape sugar, containing sufficient moisture to drip a syrup, which has been treated before importation to prevent it from producing alcohol, if left to itself, is not within the description of the statute "capable of producing . . . alcohol" (Paragraph 806, act of 1922) so as to subject it to the additional duty of \$5 per proof gallon imposed by the statute. This question came up over the importation of a commodity invoiced as grape syrup. The appraiser reported that the merchandise consisted of grape juice concentrated capable of producing 46½ per cent of alcohol. Duty was assessed at the rate of 70 cents per gallon and in addition thereto, \$5 per proof gallon of alcohol on the assumption that 46½ per cent of alcohol could be produced therefrom. The protestant claimed that duty should have been levied only at 70 cents per gallon, which claim is upheld in a lengthy decision by Judge Waite.

Pennsylvania

The Pennsylvania State Bureau of Foods and Chemistry in September collected \$4,670 in fines for violations, one prosecution being for using sulphur dioxide as a preservative. Our industries were not involved.

Indiana

The monthly September bulletin of the Indiana State Board of Health shows that the Food and Drug Laboratory in August examined 212 samples of food, of which 22 were classed as illegal, this percentage being unusually low. One sample of vanillin was examined and pronounced legal.

Vanilla Crop in Vera Cruz

Reports received from the vanilla districts show that the weather conditions have been very favorable, states Vice-Consul Willys A. Myers in a communication received in the Department of Commerce. While the rains have not been so plentiful, the weather has been very warm and the vanilla beans have matured rapidly. Indications are that the vanilla crop for this season will be of a much better quality and a little larger than that of the past year. The locust pest has just made its appearance in Gutierrez Zamora vanilla district, and unless more efforts are made to exterminate the pest than have been made in other parts of the State of Vera Cruz, the present crop may be damaged.

Philadelphia's Pure Food Show

Plans for the 1924 Philadelphia Retail Grocers-Philadelphia Inquirer Food Fair, November 10 to 22, inclusive, in the Commercial Museum Exhibition Hall, are being developed. Federal and State food departments are co-operating to make the show a success.

PRACTICAL STEPS TO END UNEMPLOYMENT LOSSES

Henry S. Dennison, president of the Dennison Mfg. Co., Framingham, Mass., contributes an interesting article on how "To Cut the Waste of Unemployment" to *Nation's Business* for October. Mr. Dennison says in part:

"The problem resolves itself into two major elements: First, the prevention of unemployment; and, second, its relief. The first, by all odds, is the more important. Without a carefully worked-out plan for preventing unemployment, the cost of its relief would often be greater than a company could bear.

"The fluctuation of employment due to seasonal demand is always a bugbear to any business. Through it the working force is disorganized, capable employees are driven away or lose their keenness, and newcomers at the next period of increased production have to be trained at great expense. At the same time, that arch fiend, Overhead, collects his inexorable toll.

"In the Dennison Mfg. Co. we have been able to show a marked reduction of seasonal unemployment by the adoption of certain definite practices. These practices were not put into sudden and complete operation but were tried out one by one, and extended when conditions made possible. Working gradually, we finally attained results which were un hoped for at the beginning. A statement of our procedure may be helpful in the way of suggestion.

"As a first step, we modified our sales policy. Our salesmen urged purchasers of seasonal merchandise to place their orders well in advance, and the assurances of delivery and of maintenance of quality on orders so placed were convincing arguments. The results of this campaign were most gratifying. Box production which, each fall, had overtaxed the factory only to fall off to nothing for several weeks after Christmas, was equalized. As a second step, we endeavored to secure non-seasonal orders with long delivery time. To do this required hard work on the part of the selling force. But the same arguments, as in the case of seasonable merchandise, at length bore fruit.

"Having modified our sales policy, we then revised the planning of our work within the factory. The production of holiday and stock merchandise and of boxes and labels for packaging merchandise was planned a year in advance. By doing this, we were able to get most of our stock items made up and in the warehouse at times when special order business was low, and to have our facilities free for times when special orders came pouring in on us. Further, this long range planning enabled us to produce on a schedule based on our production limitations, rather than on delivery demands.

"Besides these methods for decreasing the pressure of seasonal demands and of evening out the inequalities, we meet seasonal unemployment by conforming ourselves to it. We try to balance the decrease of work in one department against the surplus in another by transferring employees not needed in one line to another where there is work on hand.

"But when we have devised ways and means for obviating seasonal unemployment we still have to face the more serious problem of eliminating, or at least relieving, the unemployment which follows the cyclical recession of the business tide. We have learned at no slight cost that in prosperous periods we must prepare for depressions. We have drawn many curves of our past experience. We pay close attention to the economic bureaus which give curves condensing the vital statistics of the present situation, and it is the duty of our research department to study and estimate just where we are in the business cycle.

"In this way, we were able to make estimates that allowed us in January, 1920, when everything was overselling 60 per cent, to make adequate preparation for the depression which struck us in November. This does not mean that we always are able to estimate exactly. We cannot expect to know precisely when the change is coming nor do we care, provided we hit it within a few months.

"In making preparations to deal with cyclical business de-

pressions, we have tried to place our purchasing upon a scientific basis and to apportion our advertising expenditures to meet the varying conditions of the market. Of the basic commodities which constitute more than half of our purchases, we plan to have smaller quantities on hand when prices are well above the normal line. On the other hand, we purchase a relatively larger stock of these items when their price is below the normal line. Though during war times, which are exceptional, these lines go to pieces, we cannot help winning on the long run on this policy.

"Our advertising appropriations are made on a five-year basis, and the advertising manager is supposed to reserve his advertising appropriation in good times in order to have resources to call upon in hard times. It might be interesting to know that on one item on which \$17 was spent in advertising in 1919, over \$15,000 was spent during the depression in 1920.

"But in spite of our most strenuous efforts to reduce seasonal and cyclical fluctuations, we cannot hope to escape periods when it is not possible to keep our full crew working. For five years now, we have been experimenting with a plan to relieve unemployment when it does occur. During the period 1916-1919, we set aside from our profits an unemployment fund; and in 1919 a committee composed of two members from our General Works Committee, representing the employees, and two members from the management, worked out the details of the plan which is now in operation.

"This plan is frankly an experiment, and we have not had sufficient experience to give any final statement as to its results. Its purpose on the one hand is to protect from hardship those employees whose earnings are reduced by reason of unemployment. On the other hand, we expect by it to obtain better employees, to maintain a steadier working force, and to secure better work on the part of the employees due to their release from the fear of loss of income through unemployment.

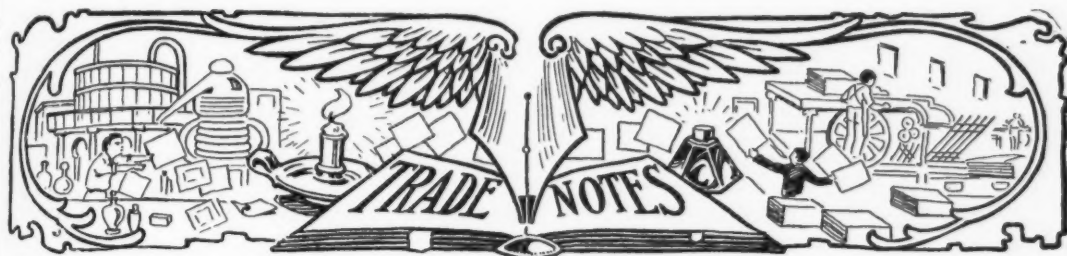
"The plan first provides that whenever there is a lack of work the actual laying off of employees shall be avoided whenever possible by temporarily transferring those for whom there is no work to other parts of the plant where there is work. If it finally becomes necessary to lay off persons, the fund is set in operation in the following manner:

"An employee, who is temporarily laid off, receives 80 per cent of his regular wages if he has dependents, and 60 per cent if he has none. If an employee, with or without dependents, secures temporary employment, he is considered to be entitled to a wage which equals 10 per cent of his outside earnings, plus 90 per cent of his usual earnings with Dennison. For example, if the employee receives \$20 a week from his outside work, while his usual income from Dennison was \$30, he would receive \$9 a week from the Unemployment Fund.

"Employees who are transferred inside to other work are paid their full wages if they are time workers and 90 per cent of their first six weeks' average if piece workers. Whatever they are worth on their new job is charged to operating expenses, and the remainder is made up out of the Unemployment Fund. At any time after six days' payments have been made, the Unemployment Fund Committee may stop payments to any employee, who, in its opinion, is not making proper efforts to secure outside work.

"The cost of the plan has not been high. During the four years it has been in operation, only slightly more than \$30,000 has been paid out of it, a sum less than one-half of one week's average payroll. It may be asked if this expense has been justified. The benefits of such a plan as this are so intangible as to be difficult of measurement. We feel, however, that it has resulted in building up for us a more stable and efficient working force and that it has been a vital factor in reducing our labor turnover to the lowest point in its history—approximately 16 per cent.

"Not long ago one of our oldest and keenest employees, in commenting upon our personnel policy said: 'The clinic and lunch room and suggestion system and all those things are fine, but if the time ever comes when anything has to be done away with, let them all go, and hang on to the unemployment plan, for that is the thing that makes us all glad we are working for Dennison.' That seems to answer the question."



Mr. and Mrs. Robert L. Dodge, of New York, and Mrs. Dodge's daughter, Miss Mary Sefton Thomas, sailed October 1 for France on the liner *Paris*. Mrs. Dodge is the owner of Harriet Hubbard Ayer, Inc., New York.

Mrs. Ida Chernoff, beauty expert of San Francisco, is delivering a series of lectures on her specialty throughout the country. She was in Cleveland recently.

Another social event in the Colgate clan is of more than usual interest, for one of the chief figures has already made his mark in the affairs of Colgate & Co. and promises to further carry out hereditary. This account of the Colgate-Burr wedding tells it better than singling out the relatives who took active part in a most interesting ceremony:

"The marriage of Miss Anne Burr, daughter of Mr. and Mrs. William Hubert Burr, of 70 West Fifty-ninth street, New York, and New Caanan, Conn., to Mr. S. Bayard Colgate, son of Mr. and Mrs. Sidney M. Colgate, of Orange and New York, took place October 4 in St. Mark's Episcopal Church, New Caanan. The Rev. Herbert Shipman, Suffragan Bishop of New York, assisted by the Right Rev.



S. BAYARD COLGATE

Edwin Penwick, Bishop of North Carolina, performed the ceremony, which was followed by a reception at Cobble-shack, the country place of the bride's parents. Miss Anne Louise Hubbard was maid of honor and the bridesmaids were the Misses Eleanor Devlin, of Niagara Falls; Margaret Colgate, Louise Dean, Mary Alice Barney, Leila Baldwin and Margaret McMillan. Mr. Colgate's cousin, Gilbert Colgate, Jr., of New York, was best man, and the ushers were Herbert Barry, Jr., Theodore C. Speeres, Sidney Self, Henry H. Wells 3rd, Theodore Taylor and Edward Hyde, Jr."

J. Edward Young, Jr., of Thurston & Braidich, importers of vanilla beans and other drug products, left on October 8 for a short business trip to Mexico. Mr. Young had intended leaving earlier in the month and by steamship but pressure of other affairs caused a postponement of the arrangement. At the last moment developments forced his departure by rail in order that he might keep previously arranged appointments.

Thomas J. McHugh is now president of Victor Vivaudou, Inc., and Victor Vivaudou has retired from the management of the New York perfumery firm bearing his name. This development on October 3 followed the persistent attacks made on the firm's selling and other policies by E. Clarence Jones, head of a protective committee of minority stockholders, and a rise of nearly 50 per cent in the quotations on Vivaudou stock in the market late in September. The atmosphere was cleared on September 26 when D. A. Schulte, head of the Schulte Retail Stores Corporation, announced that his company had taken over the controlling interest of V. Vivaudou, Inc., by the purchase of the stock owned by Victor Vivaudou. The purchase was made for the account of Park & Tilford, which is controlled by the Schulte company, out of the earned surplus of the former company. No price for the shares was made public. It was reported that when the negotiations began that between \$6 and \$8 was bid for the controlling interest, but that Vivaudou demanded \$10. The stock has been quite active recently, large blocks of as high as 15,000 shares changing hands in one transaction. Some sales were made as high as \$12 and many around \$10.



THOS. J. MCHUGH

According to the stockholders' list of May, 1924, there are 300,000 shares of common stock, no par value, outstanding in the company. Mr. Vivaudou was registered as the owner of 43,700 and J. S. Bache & Co., brokers, associated with him had 38,181. In addition, 103,000 shares were registered from about seventy-three different Wall street houses. Altogether about 2,000 shareholders were on the books.

At a meeting of the directors on October 3, besides the election of Mr. McHugh to the presidency, Mr. Schulte was elected a director and member of the executive committee. J. R. Harbeck was elected a director in place of J. W. Kerbin, resigned. No other changes were said to be in contemplation. Mr. Harbeck is a capitalist of Newark, N. J.

Jules S. Bache, the New York banker, continues as chairman of the executive committee in which his associates are D. A. Schulte, J. R. Harbeck, E. W. Wise, R. W. Goerke and T. J. McHugh.

The directors are Jules S. Bache, Edward W. Wise, D. A. Schulte, R. W. Goerke, J. R. Harbeck, Edwin C.

Feigenspan, Mark Eisner, Adolph Pavenstedt, Arthur F. Foran, R. H. Aronson and E. Clarence Jones.

Rumors that Park & Tilford and Vivaudou, Inc., would be merged were denied emphatically by James C. Bolger, head of Park & Tilford. Mr. Bolger said: "Those who know of the achievements of Mr. McHugh in the toilet goods field will appreciate the advantages of his leadership in Vivaudou."

Thomas J. McHugh, the new head of the Vivaudou corporation, has won high esteem by his accomplishments in the toiletry trade, and it is said that one of the chief incentives in the acquisition of the control of the company was Mr. Schulte's expectation that Mr. McHugh's services could be obtained to guide its destinies.

Mr. McHugh is only 43 years old, and for the last fifteen years was in the perfumery department of George Borgfeldt & Co., New York, and in charge of the department for eight years. His activities began when at 13 years of age he went to work as an errand boy at \$5 a week for Emile Utard, of Pinaud. Before he was 15 he was calling on the trade and at 17 went on the road through the West. From 1903 to 1909 he was in the employ of Richard Hudnut. He is married and resides at Haworth, N. J., and is a member of the White Beeches Golf Club.

"Mr. McHugh," said George Semler, president of George Borgfeldt & Co., "carries with him the good wishes of our entire organization. His executive ability, his engaging personality, his interest in the welfare of his associates and his inexhaustible fund of anecdotes won for him a warm place in the hearts of the men in our organization. He came with us as a city salesman and by sheer ability worked his way up until he was manager of the perfumery department, a position he filled with much success. We recognize that a very flattering offer was made to Mr. McHugh; and we are glad that he was selected."

Mr. McHugh's progress in the industry is one of the most encouraging examples to young men of the success that is bound to come to those who work hard and intelligently and do not forget that broad humanity has as valuable a place in business as in personal relations outside of the office.

Referring to the future of V. Vivaudou, Inc., Mr. McHugh said:

"I consider the possibilities of V. Vivaudou, Inc., to be unlimited. In a very short time it will be the largest organization of the kind in the world. There are gentlemen on the board, and who are much interested in its success, who are men of national stature in the world of trade and finance, which fact places at our command the resources that will enable us to carry out this purpose."

Mr. Vivaudou issued the following statement: "My resignation is solely for the purpose of helping the stockholders of V. Vivaudou, Inc. The groundless attack that has been made by one individual had the effect of injuring the morale of the business and cheapening the stock of the company to the point where many small stockholders were placed in the unfortunate position of having to throw their stock overboard. For the purpose of eliminating this condition, it was necessary for me to either buy full control or to sell. I made a proposition to sell or buy, and it was accepted as a sale. I have not decided on my future policy as yet, but I certainly will do my best to help the stockholders of this company at any time and help the company if I am needed."

It is interesting to note that on September 19 Mr. Vivaudou called at the Naturalization Bureau in the Federal

Building in New York and obtained his first citizenship papers. Mr. Vivaudou was born in Cannes, France, forty-three years ago. He arrived in this country on September 18, 1914.

It is ordinarily not our practice to give personal attention to rumors that float around the trade in New York, and usually no editorial attention to them, but we are constrained to deviate from this practice in this instance. We have heard lately persistent rumors to the effect that a consolidation was being considered by two prominent essential oil houses, but after diligent inquiry in authoritative quarters we have been positively informed that no such consolidation has even been contemplated. We also have been requested to deny these rumors in the most positive terms.

Unfounded rumors sometimes acquire an air of authority through frequent repetition, for each person as he passes the story along usually invests it with a little more of an air of verisimilitude, until finally what may have been a chance remark of a purely speculative possibility, reaches some remote hearer as a plausible story told with apparently circumstantial details.

We are glad to be the medium of rendering this service to the trade.

Walter H. Matthias of the Matthias & Freeman Paper Co., Philadelphia, Pa., celebrated his twentieth anniversary as a paper dealer on October 6. From a small store at 117 North 7th street, Philadelphia, with a total space of 2,000 square feet, the business has grown to very large proportions with extensive manufacturing space in Philadelphia, and with branches in most of the large cities of the United States and Canada.

In his first announcement to the box trade on October 26, 1904, Walter H. Matthias stated in a modest circular that he had severed his connection with another concern, and would in the future offer the trade a line of paper and cardboard in which there were but eight kinds of paper. Hard work coupled with enthusiasm and natural aptitude for business rewarded the efforts of the young man and his trade grew. In the course of its expansion the name was changed to the Matthias & Freeman Paper Co.

Mr. Matthias is still a young man and takes an active interest in all branches of the business which he has watched grow from infancy to its present proportions.

Norda Essential Oil & Chemical Co., Inc., is established at 43 East 19th street, New York City; telephone: Stuyvesant 8430. The company recently was incorporated under a New York charter with a paid-in capital of \$100,000 by Herman J. Kohl, president and treasurer, and Arthur Hendrickson, who is vice-president.

Mr. Kohl is well known in the trade having had wide experience in the manufacture of toilet preparations. For the last few years he was associated with Morana Inc., as a special salesman. Mr. Hendrickson was formerly with perfumery and toilet preparation manufacturers in the Middle West, his last association being with the Palmolive Company, Milwaukee. Mr. Hendrickson will devote his attention to the inside work, while Mr. Kohl will be in charge of the sales and general management.

George F. Stanley, president of the Stanley Mfg. Co., of Dayton, Ohio, passed through the city October 20 on his way to the annual convention of the Greeting Card Manufacturers' Association at Atlantic City.

One of the most interesting and important trade announcements of the current month concerns the rapidly growing business of Simon Zinn, Inc., of New York City, manufacturers of fancy metal goods. To take better care of their customers arrangements have been made with The Root Company, of Bristol, Conn., makers of automatic counters and metal specialties, to take over the manufacture of the brass and other boxes for Zinn compacts, and for that purpose The Zinn Corporation has been formed with a Connecticut charter with a view to more effective handling of the compact box business, which now goes to the Root Co.

The Root Co., which was organized in Bristol in 1864, has acquired a splendid reputation in the brass and metal specialties trade. The original founders lost their lives in

an automobile wreck in 1907, and since then the company has been controlled by John T. Chidsey, president and treasurer, and his associates, who have continued and expanded the policies of the founders with great success. The Zinn Corporation will continue for the present in its home in 210 11th avenue, at 25th street, New York City, but early in the new year will begin to operate from the extensive plant of the Root Co. in Bristol. Meanwhile the equipment

will be moved gradually from this city to Bristol in such a manner as not to interfere with the shipment of the Zinn compact boxes to customers.

After the moving has been finished, or thereabouts, the Zinn Corporation, as affiliated with the Root Co., will maintain a selling force in New York, and Mr. Chidsey will also make frequent visits to it for the purpose of keeping in touch with the trade in this city.

Mr. Chidsey is president of the Chamber of Commerce of Bristol, and is a director of the Bristol National Bank and of the American Trust Co. He is also president and treasurer of the American Piano Supply Co., Providence; vice-president of the National Marine Lamp Co.; a member of the Chamber of Commerce of the United States, Connecticut Chamber of Commerce and Boston Chamber of Commerce. Mr. Chidsey also is a member of the Highland Golf Club, Chipinnee Club, Bristol Club, Old Colony Club, National Travel Club, Odd Fellows and Elks. For a number of years he was City Auditor of Bristol.

Our readers are familiar with the history of the house of Simon Zinn, Inc., which has had a successful business career of more than half a century, and of which Martin Zinn is president and his brother, Arthur Zinn, is treasurer.

Charles A. Rindell, Inc., 64 West Randolph street, Chicago, will continue as the western representative of the Zinn Corporation.

On advertising pages 50 and 51 will be found an interesting announcement giving details of the new arrangement.

Robert G. Fries, treasurer of Fries & Fries Co., aromatic chemicals, Cincinnati, was a recent visitor at the firm's New York office at 242 Pearl street.

One of the interesting autumn golf events was the first annual tournament of the Senior's Association of the Baltusrol Golf Club, held on the Baltrusol links in New Jersey on September 18. The chief prize (there being others) was the Seniors' Cup, presented by George Lueders, of George Lueders & Co., New York, who was inspired by his recent completion of twenty-five years of membership in the club. The cup, which is valued at \$300, made by Tiffany & Co., was the first prize, and was for the best score at 18 holes, becoming the property of the member who wins it three times. The first winner of this handsome trophy was Harry Craver, vice-president of the American Can Co., New York, who made the lowest net score of 71.



GEORGE LUEDERS

Thurston & Braidich, of New York, recently sent out a warning to the trade against buying eleven cases of vanilla beans, consigned to the firm, and which had been stolen from the wharf of the Quebec Steamship Co. in Brooklyn. The stolen property, valued at \$7,392, was traced by the police to 130 Front street and recovered. Two arrests of alleged river pirates were made. A third man was being sought by the police in connection with the remarkable disappearance of the beans.

Emile Schlienger, senior partner of Bertrand Freres, Grasse, France, arrived on the *France* on October 3. Mr. Schlienger, who is still a man in the prime of life, is one of the veterans among the Grasse manufacturers who visit the perfumery industry in the United States. Bertrand Freres are approaching the centennial of their founding, and are therefore one of the oldest firms in the region.

Mr. Schlienger is at the present moment on a trip through the mid-west with P. R. Dreyer, American representative of the firm, and will remain in New York on his return from the trip until about November 15.



EMILE SCHLIENGER

At the annual meeting of the board of directors of the Fox & Clarke Co., Inc., importers of essential oils and aromatic chemicals, held on October 10 at their offices 116-120 West 32nd street, New York City, the following officers were elected: President, Arthur G. Fox; vice-president and treasurer, Frederick Dodge Clarke; secretary, M. D. Glickman. Besides representing the Usines de l'Allondon, Geneva, Switzerland, the company is the exclusive agent for the United States and Canada for P. Robertet & Cie, of Paris and Grasse, France.

A letter recently received by Mr. W. G. Ungerer, of New York City, from the committee in charge of the disbursement of the American Fund for the Grasse Orphans and Widows of the World War tells of the excellent results obtained and the gratitude of the recipients as well as explaining the need for further funds for the coming winter. It is as follows:

"Mr. W. G. Ungerer, New York:

DEAR SIR:—I am pleased to inform you that since the month of June, when we received the first remittance for the Fund, the local committee has been active and has accomplished much. Of course, we could have distributed much more, but on the one hand we have been most careful to confine all beneficences to those actually in need and worthy of them, and on the other hand we have wished to reserve part of the money for use in the Winter, when conditions will be much worse.

"During the flower season, everyone who is able to work can earn something and few are entirely destitute, even those poor mothers who have had the misfortune to be left widows with many small children need but relatively little assistance at this season. The Winter is another story and carefully as we have acted, I fear that our reserve will be pitifully small then, in comparison with the need.

"Permit me to add that this new mark of generosity on the part of yourself and your American associates has been even more welcome than the first. Years are flying and as we are further away from the great disaster of the War, the veil of forgetfulness stretches over many things. It is not so with those ruined by the War. To them this proof that America does not ignore their past sacrifices or present suffering comes as a ray of light.

"Please assure your many collaborators that the gratitude of the people of Grasse is theirs. Most sincerely yours,

"PIERRE MORENA, for the Committee."

An opportunity to visit the new French liner *de Grasse* which arrived in New York on her maiden voyage September 5, was afforded to invited guests on the evening of October 4 when a reception was held on board the ship at the pier of the French Line in the Hudson River, New York City. The ship was attractively decorated and gayly lighted and a canopied gangplank led from the *de Grasse* to the *France* which was also at the pier.

The reception was largely informal and the guests spent the time in inspecting the *de Grasse* and the *France* and in dancing on the promenade decks to excellent music furnished by three orchestras. A motion picture aboard the *France* recalled to all who had the pleasure of seeing it, the early history of the United States at the time that the Count de Grasse, for whom the new ship is named, served the colonies in their time of stress.

Light refreshments were served and the festivities continued until an early hour the following morning.

E. M. Laning, president of the company which bears his name, left October 6 on an automobile tour of New York State, Ohio, Michigan, Indiana, Wisconsin, Illinois, Missouri and Pennsylvania. The trip is being made in the interest of his company, and it is expected will take from six to eight weeks' time.

William Barlow, of the same company, is likewise an automobile enthusiast, having recently returned from a two weeks' tour through New England with his mother, covering a total distance of 1,150 miles.

Donald Dunbar, president of the American Perfumers' Laboratories, Inc., New York City, has purchased an historic estate in New Jersey which he will occupy as a summer home. The property is adjacent to Long Valley, and has long been known as the "Lorimer Preserve" because for a decade or more it has been a game refuge protected from hunters. The estate comprises 160 acres, for the most part heavily wooded. In practically the exact center of the estate is a lake approximately ten acres which is fed by two trout streams. At the north end of the lake is the Lorimer homestead standing now just as it was erected in 1792. It is built of field stone taken from the property, and is almost a fortress, the wall being thirty inches thick. The homestead will be preserved, but a log lodge is being erected on the eastern shore of the lake.

One of the unique features of the property is a roadway traversing the western boundary. This road is used by the public all of the year except one day, for every December 31 the entrances are closed by chains for the purpose of keeping title to it as a private thoroughfare subject to such regulations as the owner may prescribe.

Mr. Dunbar's associates in the American Perfumers' Laboratories are negotiating for adjoining properties, and before long it is expected there may be a unique colony of its kind. In addition to heading the American Perfumers' Laboratories, Mr. Dunbar is vice-president of the John F. Murray Advertising Agency, president of the Dr. Fitch Laboratories and vice-president of the Abbey-Ross Corporation.

Paul Guérin, one of the partners of H. Euzière & Cie, Grasse, France, was married to Miss Yvonne Fabre de Parrel, daughter of Mr. and Mrs. Roger Fabre de Parrel, president of the Court of Appeals of Pau and an officer of the Legion of Honor, at the Chapel of Our Lady of Angels, Cannes, Alpes-Maritimes, France, August 21.

Mr. Guérin, who won the Croix de Guerre for service in the World War, is not only well known in the essential oil trade but is also an enthusiastic motorist, having won a race over rough roads at Monte Carlo a few years ago. He is the son of Antoine Guérin and a brother of Jean Guérin, who is in charge of the plant of H. Euzière & Cie at Grasse.

Jean Bagaroff, of Bagaroff Freres, specialists in otto of rose, Sofia, Bulgaria, with New York offices at 160 Pearl street, which he is managing, has just returned from a trip to the West in the interests of his firm. Mr. Bagaroff while away appointed Neumann-Buslee & Wolfe, Inc., Chicago, as agent for the West for his products. During a pleasant stay in Chicago Mr. Bagaroff enjoyed luncheon and an evening of bowling with the Chicago Perfumery, Soap & Extract Association at its quarters in the Elks' Club. He met many dealers and members of the association and formed an extremely favorable opinion of all concerned.

Willoughby M. McCormick, president of McCormick & Co., Inc., flavoring extracts, etc., Baltimore, Md., returned on the steamship *Resolute*, September 25, from a trip to Europe. While abroad he visited the Wembley Exposition and studied the vanilla bean situation in Paris, where he found the crisis quite as acute as in this country. German buyers, he was informed, had made extensive purchases of beans.

Dr. Maximilian Toch, vice-president of Toch Brothers, Inc., New York, returned from Europe on the *Leviathan* on September 22. He left New York last February at the invitation of the Chinese Government, having been appointed honorary professor of chemistry to deliver a series of lectures at the Pekin Technical College at Peking.

François Morel, one of the partners of Lautier Fils, and Morel & Co., Grasse, France, arrived here on the *Lafayette* on September 22 and will remain in this country for about six weeks. Mr. Morel has gone on a tour of business centers with C. H. Bourguet, the manager of the Lautier Fils American branch, 47 Cliff street, New York City. Mr. Morel plans to make a very careful survey of trade conditions generally on this side of the ocean.



FRANÇOIS MOREL

Jules J. Jusserand, French Ambassador to the United States, returned from his vacation on the liner *France* on October 3. On arriving in Washington he called on President Coolidge to pay his respects. He described conditions in his country as more satisfactory than they had been in years. The people throughout the republic were happy and prosperous, he said. The export business had gone beyond all anticipation and the crops were huge. The only disturbing element in this rosy picture, the Ambassador said, was the high cost of living, which showed no signs at this time of being lowered.

François Amic, one of the partners of Roure-Bertrand Fils, Grasse, France, arrived here on the liner *Paris* on September 26, on one of his frequent visits to this country, making his headquarters at the New York offices of the firm at 461-463 Fourth avenue, where George Silver, vice-president of the American company, presides. On October 14 Mr. Amic left for the Mid-West with L. J. Zollinger, of the New York selling staff of Roure-Bertrand Fils, Inc. The trip was expected to occupy about ten days, and Mr. Amic plans to sail for England on the *Homeric* on November 1.



FRANÇOIS AMIC

Mr. Amic is the eldest son of Senator Jean Amic, who is a notable figure in the perfumery industry in Grasse, as well as in the civic affairs of France. Both have hosts of friends on this side of the Atlantic and a cordial welcome always awaits them.

Savour, Inc., is now manufacturing rouge and powder compacts for the trade at 508 Broome street, New York City. L. Zimmerman and M. Shaymow are partners in the company.

The sailing of three American Kings on the *Majestic* for Europe on September 27 was an event of more than ordinary interest for they were bound on a mission to kill the kings of the East African forests and such other big game as might venture within range of their rifles. The voyagers, who appear in a halftone herewith in hunting attire, are Ernest L. King, vice-president of the J. R. Watkins Co., of Winona, Minn.; Mrs. King, who might be mentioned first in sporting journals, for she has held the North American championship for clay targets twice and the world championship once; and their son, Everett L. King, Jr., ten years old. All three are experts with the trigger.

Accompanying the King family are an official photographer, a motion-picture cameraman, and an expert taxidermist from the American Museum of Natural History. Mr. King has been commissioned by the Department of



ERNEST L. KING, E. L. KING, JR., AND MRS. KING

Zoology of the University of Minnesota to get specimens of big game for the university collection, and he also hopes to add to the collection of the American Museum in New York.

When the party reaches Nairobi, British East Africa, early in December, their number will be increased to 85. Already a safari of 75 black porters is being organized at the capital, where the outfitting for the expedition will be completed.

"This will be our biggest hunt," said Mr. King, "although Mrs. King and I have hunted in South America, Canada, Alaska, Southern Florida, and in China. Our son has been shooting since he was 6 years old, and will carry his own 30-30 in the jungles west of Nairobi." He displayed some photographs showing the lad with his rifle and the spoils of the youngster's recent hunt in Florida—the skins of two big alligators.

"Shooting moose, bear and alligators," Mr. King continued, "will be play to what we expect to shoot in East Africa. We are hoping for a big thrill in bringing down rhinos, lions and elephants. As the room for mounted game is rather limited at our university we plan to turn most of the big specimens over to the American Museum.

"When we reach London we will do a part of our outfitting and on October 30 we are booked to sail on the

Metiana, arriving Nov. 24 at Mombasa, on the east Coast of Africa, after a voyage through the Mediterranean and the Suez Canal.

"Then we will go 300 miles by train into the interior, where the black men for our safari are now being engaged. We don't intend to lose any time, and will push on with our safari, making about fifteen miles a day on foot. We look upon this as strictly a pleasure trip. My business is so arranged that I can leave it for the Winter, while my partner goes away on his vacation when Summer comes. Of course we've been in Africa before, and we know something about the climate, but we've never before done any hunting there for big game.

"We shall experience a temperature of 110 degrees at midday, and in spite of this hunting ground being on the Equator and in the very heart of Africa, the nights get very cold, the mercury dropping to 45 degrees, and the hunters sleep under blankets. This is due to the high altitude, 10,000 feet, of this plateau."

Mr. King is to get a gun in London for elephants and lions, a .577 calibre Wesley Richards. Mrs. King will be armed with a .465 calibre Holland & Holland double-barreled rifle, which she took with her on the *Majestic*. The hunt will last four months, from December until March, when the party plan to return to this country by going on around the world.

The new branch plant of the J. R. Watkins Co., of Winona, Minn., at Newark, N. J., is completed so far as the building construction is concerned. It is being equipped with machinery, and the expectation is that all will be in readiness to begin operations on January 2, 1925.

The Watkins Company has sent to its clientele an announcement of the National Retailers' Service Bureau which has been formed to supply legal advice to house-to-house dealers or agents regarding license matters and other business subjects of interest to them.

We are advised that Dudley F. Lum and Michael Lemmermeyer, who have had over eighteen years of experience in the essential oil and synthetics trade, over twelve years of which time has been spent as salesmen in the Chicago branch of George Lueders & Co., of New York, have organized the firm of Lum & Lemmermeyer and have established themselves in business at 549 West Washington Boulevard, Chicago. While with George Lueders & Co. they pushed the sale of the products of L. Givaudan & Co., as well as other specialties.

The new firm will represent Burton T. Bush, Inc., of New York, and other firms, and will sell the Givaudan-Delawanna products in the Mid-West.

Commercial Laboratories, Inc., Newark, New York state, emphasize in their announcement on page 38 the importance of adding shaving cream to an established line of toilet preparations, and also call attention to their facilities for supplying such a cream in bulk or completely packed under private brands.

The will of John McKesson, Jr., president of McKesson & Robbins, Inc., New York, has been filed for probate at White Plains, Westchester County. The real estate goes to the two sons, Irving and Donald, and the residue is to be divided equally among them and the widow.

Arrangements have been made by Polak's Frutal Works of Amersfoort, Holland, by which the New York corporation of the same name is to enter the geranium oil field as a first hand supplier, according to Herman Wessels, secretary and treasurer of Polak's Frutal Works, Inc., who returned with Mrs. Wessels and their three children on the *Sierra Ventana* recently from a four months' trip to Europe, where they visited France, Germany, Holland and Belgium.

Mr. Wessels spent most of his time while abroad renewing old acquaintances, and automobiling around the country. At Amersfoort, Mr. Wessels and his family were the guests of Jacob and Henry Polak, proprietors of Polak's Frutal Works.

The expansion of Polak's Frutal Works since his last call was of particular interest. This included two additional factory buildings and adjacent land has been acquired for future expansion. Included in the extension is a group of new research laboratories so arranged that all are controlled from the central main laboratory.

The entire plant is operated under customs regulations, by which raw materials are brought in under bond without duty, and when shipped out are checked by special revenue officers. This practice, which is followed by leading manufacturers in Holland and other European countries, provides for manufacturing operations with tax-free alcohol and avoids the necessity for tax drawbacks.

A part of the extension of the Amersfoort works has been reserved for the manufacture of menthol from plants grown in the rich fields of Zeeland, a province of Holland. Menthol has been manufactured for the last three years and will soon be introduced in the American market.

Mr. Wessels was much impressed with the increased output of orange, lemon and bergamot oils at the branch factory in the heart of the citrus district in Italy, from where their La Zanca Brand oils are shipped.

With reference to conditions abroad, Mr. Wessels found much improvement in Holland where he visited the fruit crops during the heart of the season. Crops were fully up to expectations and of a satisfactory quality. This was especially true of raspberries, strawberries, cherries, currants and grapes.

Clarence Morgan & Co., of Chicago, announce to the trade that by mutual agreement their representation arrangement with Burton T. Bush, Inc., of New York, terminated October 4. The change follows the acquisition by the Bush company of the Givaudan line. The Morgan company, in alluding to the change, says: "We wish to assure our friends that this change has come about under the most friendly feeling and we bespeak for the products of Burton T. Bush, Inc., your continued kind consideration."

Kupfer Bros. Co., New York City, in their insert between advertising pages 104 and 105 reproduce a sample of one of their attractive papers especially designed for perfumers. The company offers to send samples of its complete line of fancy papers to anyone interested.

In the first of a series of announcements which they are beginning in this issue on advertising page 79 F. E. Mason & Son, Batavia, N. Y., offer to submit without cost a sketch of a seal or label from any rough drawing or description sent to them. Full details of the offer are given in the announcement.

François Goby and Jean Goby, of Tombarel Freres, Grasse, France, who arrived on the *Rotterdam*, September 12, have been making their headquarters at the office of the American agent of the firm, the Orbis Products Trading Co., Inc., 215 Pearl street, New York. François Goby will sail for home about November 1 while his brother Jean will remain here for about six months and investigate manufacturing conditions in this country. This gentleman is joint author with



FRANÇOIS GOBY, C. H. ALKER AND JEAN GOBY

P. Lenglais, of the research laboratories of Tombarel Freres, at Grasse, of "A Contribution to the Study of Concrete Oil of Orris," which we publish on page 429. He is a chemical engineer with his father's firm.

C. H. Alker, of the Orbis Products Trading Co., Inc., New York, is making a second trip to important trade points with François Goby, calling on manufacturing perfumers and toilet soap makers.

Léon Silvin, president and active head of Keller-Dorian, Silvin Co., Lyons, France, accompanied by Jean Silvin, his younger son, who is associated with him in the company, arrived on the *France* October 3 for a two months' stay in the United States. In company with William B. Pitts, head of the import department of Whiting-Paterson Co., of



JEAN SILVIN, LÉON SILVIN AND WM. B. PITTS

New York, American agents for the concern, Messrs. Silvin will make a two months' tour of New England and the West, including a trip to Canada, where they will call on the trade and study conditions. Keller-Dorian, Silvin Co. is one of the oldest concerns of its kind, and is particularly well known on the Continent. With Mr. Silvin in the operation of the company are his three sons, Charles and George, who are in the manufacturing and export department, and Jean Silvin, in the sales department.

Cosin Co., manufacturing powder puffs, rouge and powder compacts and other cosmetics for the trade, which occupies large laboratories and offices at 133 West 21st street, New York City, and which was recently incorporated with a capital of \$200,000, is the outgrowth of a business founded in 1911 by Joseph Cosin, its president, with a meager capital of \$283 but with a vision that was justified as evidenced by constantly increasing business.

How Mr. Cosin happened to direct his energies to the development of the powder puff and cosmetic business is an interesting example of how a young man gifted with ability and ambition may overcome the disadvantages of delicate health and early poverty. After he left the public schools Mr. Cosin took a mechanical engineering course in Cooper Union, New York City, with the intention of following engineering as a career. His study was carried on at night, and during the day he worked for architects and contractors; but after many months of this work he found that he was taxing his strength beyond his endurance, and so he reluctantly abandoned his ambition to become an engineer and looked around for some other occupation.

The field of drug sundries seemed attractive, and after a year or so of work in this line he saw the possibilities in the powder puff business. He investigated and forthwith decided to manufacture powder puffs; and so with a capital of only \$283, saved from his earnings of many months, he began business in a shack at 91 Leonard street, New York City, under the name of Joseph Cosin. In those days he acted as manufacturer, salesman, bookkeeper, janitor and office boy. At the end of the year an assistant was needed and then he proudly took the name of Cosin Co. The business thrived, and at the end of three years the company moved into a fair sized factory in 23rd street. The business outgrew these quarters, and in 1919 a new home was secured in Jersey City. Later a factory at Newark was opened and executive offices were taken in the Fifth Avenue Building, New York City. These offices were retained until this year when the Cosin Co. consolidated its offices and factories under one roof at 133 West 21st street, New York City, where over 10,000 square feet are available for manufacturing purposes alone. Incidentally the factory at Newark is still retained.

The unusual success of the company is due largely to the fact that Mr. Cosin has had actual, practical experience in every department of the business, and although he is now occupied primarily in administrative work he is always able at a moment's notice to undertake any task in the manufacture or sale of any of the products made by the company. With Mr. Cosin business is a hobby; and, when he is not at his desk directing the affairs of the company, he can usually be found working with the chemists in the research laboratory, or with the experts in the powder puff factory in a constant search for better methods.

In addition to receiving congratulations on the expansion of his company, Mr. Cosin is receiving the congratulations of a host of friends on the birth of a daughter Monday, October 13.



JOS. COSIN

Julius Koehler, secretary of Fritzsche Brothers, Inc., New York City, relates an interesting anecdote in connection with a recent visit of his granddaughter, Miss Ruth Zoellner, of Beverly Hills, Calif., to the east.

Miss Zoellner came east to undergo an operation, which was successful, and on the return trip she was accompanied by Mrs. R. A. Saxton, Mr. Koehler's daughter, and his wife, Mrs. Julius Koehler, so that three generations were made happy when the cross-continental trip was started September 6.

Roland Coty, son of François Coty, the Paris perfumer, and grand-nephew of Louis Napoleon, crossed the ocean to attend the recent international polo tournament at Westbury, L. I. Mr. Coty, who is on his first visit to America, brought over with him a special racing motor car in which he has attracted considerable attention while speeding over the automobile roads of Long Island. One of the New York Sunday newspapers printed a picture of him.

Samuel Kurzman, of New York, returned recently on the *Berengaria* from Paris, carrying with him the exclusive American agency for the Callot perfumes and toilet preparations.

Epinard, the famous French champion of the turf, failed in his fourth international race at Laurel, Md., on October 18, not even getting a place among the first three. In the other three races he finished second, and in one of them the general opinion was that he would have won had his jockey handled the racer with better judgment. Despite it all Epinard acquired great popularity, and there is much sympathy for his owner, Pierre Wertheimer, the Paris perfumer, who has felt keenly the defeats of his splendid colt. There is a chance that Epinard will have a fifth test with American runners in the \$25,000 Washington handicap on November 1, but indications at this writing are that he will be retired from the turf for the season and sent to stud at August Belmont's stock farm at Lexington, Ky. Many Americans share Mr. Wertheimer's disappointment, for not only did his entry win admiration, but he himself won favor for his sportsmanship in making the international races possible and for his fine display of the same quality under adverse conditions.

American Perfumers' Laboratories, Inc., New York City, begins in this issue the first of a series of attractive inserts calling attention to its rouge and powder compacts made by the Apli process. The insert appears between advertising pages 112 and 113 of this issue.

Reuben B. Houk, who recently joined the sales force of Fox & Clarke Co., Inc., 116 West 32nd street, New York City, formerly was perfumer for the United Drug Co., Boston, and the Abner Royce Co., Cleveland, in addition to a varied experience as chemist in the analytical laboratories of Ungerer & Co., and the Antoine Chiris Co.

S. J. Schwarzwald, chief chemist for the Citizens' Wholesale Supply Co., Columbus, Ohio, has been in town for several days to investigate raw material market conditions. Mr. Schwarzwald reports excellent business conditions through the Middle West and anticipates one of the most prosperous periods for his business.

The opening class in Prof. Curt P. Wimmer's course on cosmetics at the College of Pharmacy, Columbia University, was held on the evening of October 7, when over twenty students registered. In his opening address, Prof. Wimmer pointed out that the study of cosmetics is now on a higher plane than ever before, and that scientific men are giving it their attention to a greater extent than at any previous time in the history of the industry. He also discussed the literature available for students of the subject, and offered his personal help to his students and former students in the solution of problems which may arise in their daily work.

The course will be held Tuesday evenings throughout the college year, and anyone interested in undertaking the study of cosmetics may obtain full information about the course by getting in touch with Prof. Wimmer or the Registrar at the offices of the college, 115 West 68th street, New York City.

David Haar was elected trustee at a meeting of the creditors of the Doone Cosmetic Co., October 20, thus enabling Joseph Dannenberg, attorney for the creditors to begin an action against the Emerson Chemical Co., to recover \$4,000 mentioned in one of the recent hearings.

A number of hearings have been held to examine into the activities of the Barclay Chemical Co., the Rabro Corp., and the Emerson Chemical Co. Frank Kay, of the Barclay Chemical Co., Mr. Rabinowitz of the Rabro Corp., and H. Bennett, of the Emerson Chemical Co., testified. The foregoing companies made large purchases from the Doone Cosmetic Co. at alleged sacrifice prices. On cross-examination of Mr. Bennett, it was stated that every time a check was given to the Doone Cosmetic Co., it was endorsed so that Doone could get the money immediately. In some instances, checks were made out to Doone by the Emerson Chemical Co., endorsed by Doone and re-deposited by the Emerson Chemical Co. It was claimed that this was done because Doone wanted ready cash and it was after banking hours. The creditors will sue to recover \$4,000 alleged to have been acquired in this way.

Despite the activities of detectives, Doone, or Horowitz, which is said to be his real name, had not been located up to October 20. It is reported that the Federal District Attorney may take up the case for prosecution.

The report of Park & Tilford, Inc., of New York, and subsidiaries for the year ended July 31, 1924, shows net profits of \$558,371 after charges, equivalent to \$2.79 a share on the 200,000 shares of no par value capital stock outstanding. Current assets as of July 31, 1924, amounted to \$3,660,945 and current liabilities were \$219,977, leaving net working capital of \$3,440,968, as compared with net working capital of \$3,096,768 as of December 31, 1923.

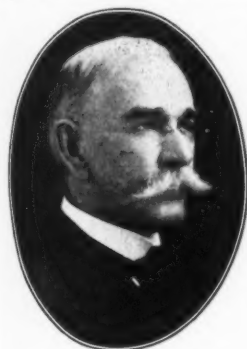
American Can Co. has declared its regular quarterly dividend of \$1.25 a share on the common stock, payable November 15 to stock of record October 31.

Hewitt Brothers Soap Co., Dayton, Ohio, has been elected to membership in the American Specialty Manufacturers' Association.

The company has recently started work on a three-story brick addition to its plant at Linden avenue and Pennsylvania Railroad tracks. The Hewitt firm reports a steady growth of business upon a conservative basis.

Joseph De Lorme, general manager of Riviera Products Co., Chicago, Ill., was a recent visitor to New York.

One of the latest developments of interest in industrial and box circles is the incorporation of the business of



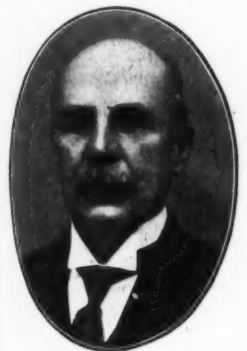
EUGENE K. PLUMLY

Eugene K. Plumly, widely known manufacturer of paper boxes, located at 1325 Federal street, Philadelphia, Pa. The new firm will be known as Eugene K. Plumly Company.

Eugene K. Plumly has been identified with the box business for fifty-six years. He was born in Philadelphia July 25, 1852, attended private schools, and entered business with his father, the firm being known as Geo. W. Plumly & Son. They made a specialty of face powder and drug boxes and were the originators of the pill boxes known as 29, 30, 31. In 1888 he went into business for himself, and by his policies and individual attention built up a very successful business. Eugene K. Plumly and George Plumly will be the directing heads of the new corporation and as they are men of wide practical training and experience patrons will have the satisfaction of knowing their interests will be advanced and promoted in the best possible manner.

R. S. Swinton, superintendent and chemist of W. J. Bush & Co., Inc., New York, returned recently from a month's visit to W. J. Bush Citrus Products Co., National City, Cal. They are now making grapefruit oil and are devoting their special attention to lemon oil, orange oil, and citric acid manufacture.

Theodore K. Shipkoff, president of Shipkoff & Co., Ltd., Sofia, Bulgaria, arrived in New York on one of his numerous trips to this country on the steamship *Majestic* on September 20 and will remain for several months, making his headquarters at the office of Shipkoff & Co., Inc., 219 Pearl street, this city, where C. G. Euler is in charge of the affairs of the American company. Mr. Shipkoff has been identified with the otto de rose industry in the United States, which he happily calls his "adopted country," for very nearly forty years, or thirty-nine to be exact and his interest in it continues to be as keen as ever. Mr. Shipkoff plans to visit several of the trade centers before he returns.



THEO. K. SHIPKOFF

R. R. Brown has been elected a director of the United States Industrial Alcohol Co., to succeed T. A. Howell, who has resigned.

The first of a new series of interesting inserts of Allondon, synthetic aromatic chemicals, Geneva, Switzerland, will be found between advertising pages 56 and 57 in this issue. This insert is especially devoted to linalyl acetate and is out of the ordinary run in that it may be easily removed for filing. Fox & Clarke Co., Inc., 116 West 32nd street, New York, are the exclusive representatives of Allondon in this country.

A. L. van Ameringen, head of the New York essential oil house which bears his name and Mrs. van Ameringen are the proud parents of a daughter, Miss Patricia who arrived October 21 at their suburban home, 44 Homestead Park, Newark, N. J.

Karl Kiefer, head of the Karl Kiefer Machine Co., Cincinnati, is back in the plant after a summer vacation spent at Charlevoix, Michigan, where after several visits he has acquired a reputation as being an unusually skillful and fortunate fisherman. Mr. Kiefer in his summer pursuit of lake trout, leisurely seeking their haunts in a launch, finds the quiet and restful freedom from outside interference that permit the concentration of the mind on other and larger things. During an afternoon's sport on Pine Lake, or a run over to the Beaver Island habitats of the sturdy Lake Michigan trout, Mr. Kiefer is able to turn his mind into channels that have to do with his inventions, both in the matter of thinking of new devices and perfecting those that are now being manufactured. Mr. Kiefer finds, as others have, that some great ideas are often born under the influence of a fishing excursion that takes one away from ordinary business or social contacts. President Cleveland, facing a serious situation in one of his administrations, put on his worst fisherman's suit and with one or two friends went down the Potomac for a couple of days of seeking the elusive finny denizens of the Chesapeake estuary. Under the influences of sun, sky and sport, which were not distracting (and real fishermen never talk *while* fishing but only afterwards) he formulated a national policy, arranged it in detail in his mind with reasons and conclusions so that when he returned to the White House he was able to dictate a historic document which required practically no changes or corrections before he made it public. It is an advantage that some of our friends besides Mr. Kiefer possess, that they can find this inspiration as he does in thinking out their problems.



KARL KIEFER

The business which has been conducted by the Mills Brothers Co., and the American Products Co., 321 West 3rd street, Cincinnati, Ohio, according to an announcement by the president, Clarence M. Mills, was consolidated on October 1 under the one name, American Products Co., which will continue to market the products of the Mills company, as it has been doing for the last fifteen years. The corporation is a member of the Flavoring Extract Manufacturers' Association of the United States.

The Mathieson Alkali Works, Inc., held its fifth annual sales convention September 18, 19 and 20, at the main offices, 25 West 43rd street, New York City. Salesmen and executives from all over the United States attended the convention which was devoted to an informal discussion of sales, manufacturing and traffic problems in various sections of the country. John W. Boyer, manager of sales, acted as chairman, introduced the speakers and directed the discussions.

Among the interesting talks was one by E. M. Allen, president of the company, on business conditions. He reviewed the factors which govern trade and took an optimistic view of the future, especially as it relates to the company. He was followed by H. M. Mabey, general traffic manager, who discussed the traffic situation in various sections of the country and offered suggestions of value to the men. Other interesting talks were made by John W. Boyer, E. A. Hults, vice-president and manager of the Saltville, Va., plant; C. F. Vaughn, vice-president and manager of the Niagara Falls plant, and R. J. Quinn, assistant manager of sales, who spoke on marketing and distribution of anhydrous and aqua ammonia, a subject which proved to be most interesting.

The greater part of the time was spent in informal discussions of company and sales problems primarily of a confidential nature. The sale of Commonwealth Chemical Corporation products: coumarin, benzoate of soda and benzoic acid came in for extended discussion. These products are now being marketed through the Mathieson sales organization and a number of Mathieson distributors.

Besides those mentioned there were present: John A. Kienle, vice-president in charge of sales; E. E. Routh, Southern District sales manager; J. B. Peake, Chicago district sales manager; William D. Marshall, Philadelphia district sales manager; Philip De Wolf, New England district sales manager; J. C. Garrells, assistant manager of the Saltville plant; J. H. MacMahon and J. D. MacMahon, technical representatives; A. E. Wennerstrom, R. B. Tarleton, Z. N. Holler, R. C. Staples, W. A. Field, G. H. Mobley, J. R. Schmertz, advertising manager; O. K. Mayland, and J. W. Fenger, Commonwealth Chemical Corporation.

In addition several of the principal distributors of the company were present. These included: G. S. Robins, of G. S. Robins & Co., St. Louis; George S. Page, Barada & Page, Kansas City, Mo.; A. B. Davis, Hilton Davis Co., Cincinnati; W. C. McAdoo, Fairmont, W. Va.; Samuel Friedlander, Friedlander Supply Co., Brooklyn, Philadelphia and Chicago; L. W. Cronkhite, Boston, Mass.; L. W. Brower and G. E. Wilson, Sunlight Chemical Corporation, Providence, R. I.

These get-together affairs of the sales organization and the executives of the company have proven to be so profitable in developing an esprit de corps that they are looked forward to with renewed interest each year by the men.

H. R. Stevens, chemist for the Crescent City Carbonate Co., New Orleans, and Mrs. Stevens passed through New York City recently on their way to New England for a month's visit. Mr. Stevens reported business conditions improving in his part of the country, due to increasingly better agricultural conditions as one of the chief causes.

Parfums Hebe, Manhattan Borough, New York City, has increased its capital stock from 1,000 shares preferred stock, to 5,000 preferred, \$100 each; 5,000 common, no par value, to 50,000 common, \$10 each.

The Puritan Soap Co., Rochester, N. Y., has been bought by three Buffalo men who plan to move the plant to Buffalo and add new products to the business. The purchasers are Martin J. Cabana, vice president of the Buffalo Specialty Co., who is to be president of the new Puritan Soap Co.; Kenneth MacDonald, vice president of the Manufacturers & Traders National Bank of Buffalo, who will be treasurer, and John P. Fox, formerly sales manager of the Buffalo Specialty Co., who will be secretary and sales manager. It has been decided to continue the operation of the plant in Rochester until spring when its new home will be ready. The plant makes oil soaps and nickel and metal polish. The plant has been located in Rochester for 21 years and gives employment to 50 persons.

Dr. Moritz Dittmar, executive director of the laboratories of Lehn & Fink, Inc., New York and Bloomfield, N. J., and Dr. Victor Ross, head of the biochemical laboratories, have returned from the meeting of the American Chemical Society at Cornell University. They report a very successful and valuable meeting. Dr. Ross took a great interest in the paper of Dr. H. Steenbock, of the University of Wisconsin. Dr. Steenbock found that foods which do not contain Vitamin A, necessary for growth, would, after exposure to ultraviolet light and subsequent feeding to rats produce growth in these animals. Dr. Steenbock's results indicated also that rats which were not growing due to lack of Vitamin A in the diet could be made to grow by placing them in the same cage with rats previously exposed to ultraviolet light.

M. C. Burgevin & Co., 115 Pickney street, Boston, Mass., have been appointed representatives of the following French producers of essential oils: L. Aussel Fils, of Golfe-Juan; Riviera Flor, of Nice; and the Union Co-operative Florale de Grasse, of Grasse.

Pierre Lemoine Cie, Inc., New York City, announce their appointment as exclusive selling agents for Cavallier Freres, Grasse, France, a concern founded in 1874. Complete stocks are to be carried in New York.

The announcement of the company appears on advertising page 104.

John F. Quency, of the Monsanto Chemical Works, St. Louis, was one of the old-time members who was welcomed by other veterans of the N. W. D. A., at the golden jubilee meeting held in Atlantic City recently.

Meyer Brothers Drug Co., St. Louis, on September 12 celebrated the seventy-second anniversary of the founding of the firm and its president, Carl F. G. Meyer, sent an appropriate letter to friends and patrons.

Francis E. Holliday, of New York, for twenty-five years general representative of the National Wholesale Druggists' Association, has received a leave of absence for two months to make a trip to the Mediterranean. In recognition of his long and valuable services his salary not only will continue but the association will pay his expenses.

George W. Fortmeyer, a veteran and popular member of the New York drug and chemical trade, on October 8 began his 70th year of service with the National Lead Co. He was 85 years old last April.

The Stanley Manufacturing Co., Dayton, Ohio, when it pauses in the process of making metal seals and other specialties, takes particularly good care of the welfare of its employees, which means that time is found for relaxation and the cultivation of the spirit which makes for success in an establishment where machinery's steady motion to production often wears on the nerves of the humans who control the speed, quality and quantity of the output. One of the features of life in the Stanley Mfg. Co.'s big plant to meet this phase is the annual picnic which was held this year on August 2 at a resort which afforded ample opportunities for an enjoyable gathering. Various games and contests were held in which the employees and their families took part, including such events as potato races for the men and the ladies, a tug-of-war, in which masculine strength was met by feminine will power with athletic first aids, and last but not least several contests for the children. The baseball game can have little notice here, for the stalwart factory nine put the score over onto the office force in such shape that the fingers and typewriter keys refuse to connect in telling of the disaster to the intellectuals. All agree it was a good

game and played in fine style by most of the participants. As the afternoon wore away an appetizing box luncheon was served by the company and in the evening dancing wound up the festivities. In our illustration, down near the center, and lined in a white background, is the moving spirit of this exceptional aggregation of human and mechanical forces, the same being George F. Stanley, president of the company, who always is in the game of work or play as that may



GROUP PICTURE TAKEN AT STANLEY MFG. CO. OUTING AT DAYTON, O.

tend towards maintaining a happy and efficient industrial family that is the pride of Dayton's citizens.

NEW PRICE LISTS, PUBLICATIONS, ETC.

E. M. LANING CO., INC., importers and manufacturers of perfume, soap and flavoring extract raw materials, 78-80 Greenwich street, New York City, have issued a new 24-page wholesale price list. They are the sole American representatives of H. Euzière & Co., Grasse, France; the Société des Produits de Synthèse "Sopros," Mantes sur Seine, France, and Charles Lacour, metal seals, Paris, France. The catalogue devotes attention also to Elko products. Messrs. Laning and Barlow, two members of the firm, won the chief prizes in the international perfume chemists' contest held in 1920 and always are ready to assist in solving problems that frequently confront their patrons.

KARL KIEFER MACHINE CO., Cincinnati, send us the September issue of their bright and interesting house organ, *The Superintendent*, which, as usual contains information of general interest outside of what is printed about the wide variety of filling, packaging and other machines which the firm manufactures. For instance this paragraph, which might be a boost or a knock, appears:

"Some people apparently believe that Kiefer machines improve with age. Some years ago we sold a concern two filling machines at a cost of \$85 each. Recently this firm went out of business and disposed of these same machines to another concern at a cost of \$150 each. The machines are about eight years old and the same type of machine, new, sells today for \$125. Evidently the purchaser of the second-hand machines did not trouble to investigate present prices, or is firmly convinced that Kiefer machines improve with age."

The Superintendent also tells about new machinery, the canners' convention, the advertising man's point of view,

trade papers, care of all machines, and something in a human interest way regarding "Unnecessary Suspicions," as well as a tribute to C. R. Newson, a Southern gentleman, of Montgomery, Ala., the latter paragraph carrying the vein of friendly sentiment for which E. E. Finch, general manager of the company, has an aptitude that has won many friends. This is one of the house publications that are really worth while.

FRITZSCHE BROTHERS, INC., 82-84 Beekman street, New York, have issued their wholesale price list for October, covering essential oils, synthetic flower oils, aromatic chemical preparations, fruit flavors, vegetable flavoring oils, colors for beverages and soap, and sundries. Special attention is invited the Eff-Bee imitation flavor bases for non-alcoholic flavors, which is a new group for household and manufacturing purposes. Samples and suggestions are to be had for the asking. Mention is made of a new oil of black walnut for flavoring purposes and pollantin, a serum for treatment for hay fever.

SCOVILL MANUFACTURING CO., Waterbury, Conn., has just issued a booklet of 28 pages entitled "Brass Facts" which is available free to the trade. The booklet deals with the characteristics of copper alloys, particularly brass, and is calculated to answer some of the questions that occasionally puzzle the buyer and user of brass. It classifies the chemical compositions of the popular mill alloys and describes processes in detail. Sheet metal tolerances are given and there is much other information of value in the booklet for all interested in brass.

PARK & TILFORD, Perfumery Division, New York City, has issued two new wholesale price lists of more than usual interest, effective October 15. The catalogue of Guerlain

perfumes, powders, creams, soaps, and other products is very attractively printed. Accompanying it is this comment:

"We have been compelled to increase our prices on many of the important numbers of the Guerlain line. Due largely to the heavy increase in the prices of raw materials in Europe, Guerlain have increased their prices to us. We shall appreciate it if you will see that retail prices on Guerlain are advanced to comply with the new list."

The other catalogue of "Perfumes and Toilet Articles" gives not only a complete price list with illustrations, but carries an invitation to visit the Park & Tilford wholesale display rooms in Fifth avenue, at 26th street, New York. The Angelus specialties are featured, but the 22 pages contain references to other toiletries.

AUGUST GIESE & SON, New York, have issued a memorial card for August O. L. Giese, the founder, who died on September 17 and who retired in 1922, since when the business and firm name have been owned by Otto E. Giese and will be continued by him as during the last two years.

"BARIUM DIOXIDE" and "SODIUM NITRITE" reports by the United States Tariff Commission to President Coolidge have been issued in pamphlet form and copies can be obtained on application to the Washington authorities.

PIERRE LEMOINE ET CIE, INC., 294 Pearl street, New York, has issued a folder of Grassefluer products which it dispenses to the trade that covers various products and unifies them as being of its own origin. The Grassefluer line, according to the announcement, is composed of pure natural flower oils from Grasse, France, but blended to develop their delicate odoriferous constituents. The folder tells in separate inclusions about "Soapol," for soap manufacturers; gives a price list of the "P. L." line of flower oils; the Fleurie line of products; the Merveille line of oils for the barbers' supply trade and other items that are worth considering in our various industries. Business people who are interested can obtain duplicates of the folder by addressing the company as above.

MEYER BROTHERS' DRUG CO., St. Louis, in connection with celebrating the firm's seventy-second anniversary has made the September *Meyer Druggist*, just received, a record number. Besides matter appropriate to the birthday and the usual grist of entertaining articles for druggists a catalogue of commodities and prices fills 384 pages, making a total of 432 pages in this issue.

YARDLEY & CO., LTD., 15 East 26th street, New York, have issued a card to the trade announcing an extensive autumn advertising campaign for their line of perfumes.

HEBREW FREE LOAN SOCIETY, INC., has issued its thirty-second annual report, which can be obtained on application to the society, 108 Second avenue, New York.

UNGERER & CO., 124 West 19th street, New York, have issued a circular in which they say: "The last few weeks have been signalized by extremely sharp advances in the price of several of the most important of the essential oils. Chief among the items thus affected is French lavender oil. The prices set at the Digne Fair were unexpectedly and almost unreasonably high, but in the face of active demand the market is being steadily bid up. Recent advices report that the end of the rise does not appear to have been reached. Supplies of pure oil are extremely limited at any price although, as was the case last year, the market will probably be flooded with offers of badly adulterated oil at substantial concessions.

(Continued on page 450)

IN MEMORIAM FOR DEPARTED FRIENDS

BLACK, ROSS W., pioneer in barbers' supplies and perfumery business, Pittsburgh, Pa., October, 1913.

BURR, MRS. SARAH SILVER, widow of Edwin Henry Burr, long prominent in the essential oil trade in New York and elsewhere in America, New York, October, 1923.

GILMAN, JOHN ABBOTT, dean of the Boston wholesale drug trade, Newton, Mass., October, 1922.

KILLEEN, EDWARD VINCENT, JR., son of E. V. Killeen, vice-president of George Lueders & Co., died in the service of his country, October, 1918.

MACHESKI, WM. J., with American Can Co., New York, killed in action in France, October, 1918.

MENNEN, MRS. ELMA C., president of the Mennen Chemical Co., Newark, N. J., October, 1917.

MONTALAND, LOUIS, of Montaland, Seve, Lefevre & Co., Hyeres, France, died in the service, October, 1918.

PARRY, JOHN W., an officer of Merck & Co., New York, October, 1923.

RIKER, WILLIAM J., New York, October, 1923.

UMNEY, JOHN CHARLES, F. C. S., Ph.C., editor, author and essential oil authority, London, Eng., October, 1919.

WASHBURN, FRANK S., former president of the American Cyanamid Co., New York, October, 1922.

WEBB, JAMES A., of James A. Webb & Sons, cologne spirits, New York City, October, 1910.

WEINGARTNER, EDWARD, president of the Arabol Manufacturing Co., New York, October, 1917.

Howard B. French

Howard Barclay French, head of the Samuel H. French Co., Philadelphia, died on October 16 at his summer home, Radnor, Pa., at the age of 76 years. While heart trouble was the direct cause, his death was hastened as the result of an automobile accident last May following the demise of his wife last January, which had greatly depressed him. Mr. French belonged to numerous business and civic organizations and leaves a long record of faithful performance of the duties of good citizenship. Mr. French always took a deep interest in the affairs of the Philadelphia College of Pharmacy, and in 1900, twenty-nine years after his graduation, was elected president of the institution after several terms as a vice-president. He continued as president of the college until 1921.

Obituary Notes

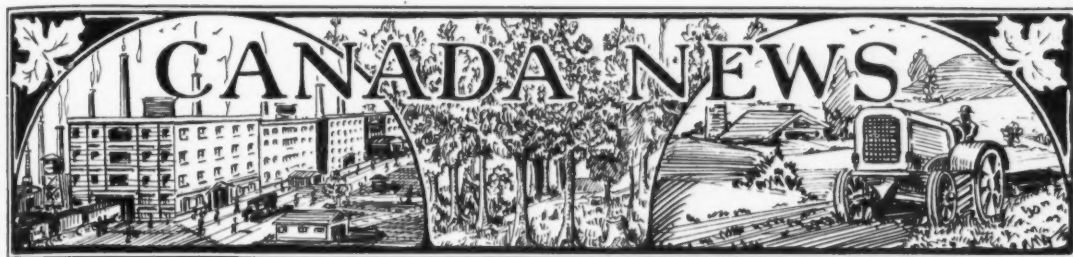
E. E. Bruce, president of E. E. Bruce & Co., wholesale druggists, Omaha, Neb., died September 11, after a year's illness, at the age of 77 years.

Edward C. Frisbie, former president of the National Wholesale Druggists' Association, died September 8 at his home in Hartford, Conn. He was 72 years old.

Joseph Thomas, formerly proprietor of the De Milo Perfume Co., 534 West 23rd street, New York City, died on October 2. He sold the company May 15.

Mrs. Margaret McConnell Silver, wife of the late George Silver, and mother of George Silver, vice-president of Roure-Bertrand Fils, Inc., and Justin Dupont, Inc., New York, died on Sunday, October 5, in her 85th year. Services were held on October 7 at the residence of her son in Broad street, Shrewsbury, N. J.

Adam Duncan, founder and president of the Akron Soap Works, Akron, Ohio, died September 19, after an illness of a week. He was 73 years old and had lived in Akron more than 40 years, going there from Cleveland.



MONTREAL

MONTREAL, October 17.—Comparative quiet still reigns in the city trade among makers and dealers in perfumery and allied products. With the season of many social functions looming in the near future, however, the trade is hopeful of busier times very soon.

The drug and perfumery trade in Quebec Province has suffered a double bereavement by the deaths of G. H. Brunet in Quebec City and Alexander R. Stewart in Montreal.

Mr. Brunet was a member of the wholesale druggists' firm of W. Brunet & Co., Ltd., and died on September 23, following a brief illness. The firm was founded by Mr. Brunet's father about fifty years ago. He is survived by his widow, nee Eliza Wyse; four daughters, Mrs. E. W. Cauvreau, Mrs. (Dr.) P. C. Daigneau, Mrs. H. Coulombe, Miss Marcelle Brunet; two sons, Willie and Paul; two brothers and four sisters.

Alexander Rust Stewart was with Charles E. Frosst & Co., manufacturing chemists in Montreal, for the last ten years. He was forty-seven years old.

Disaster overtook the Laboratoire Nadeau, Ltd., Montreal, manufacturers of perfumery and toilet preparations as well as various other chemical products, on October 10, when fire swept through their premises and did something like \$175,000 damage.

At a special meeting this month the shareholders of Canadian Industrial Alcohol ratified the resolution providing for the sale of the existing company and its assets to a newly formed company of the same name which will carry on the business. Shares will be of no par value, and will exchange for the old \$25 shares in ratio of two for one.

R. Raymon, J. A. Charmonneau and J. Perron have incorporated in Montreal the Distillers' Corporation, Ltd., \$1,000,000 capital stock, for the purpose of manufacturing alcohols and chemicals.

Joseph Wilfrid Potvin, master barber, 143 Drummond street, R. A. Herring and E. Ravel have organized and incorporated the firm of Potvin's, Ltd., Montreal, to carry on the business of hairdressers for both sexes, and to deal wholesale and retail in cosmetics, toilet preparations and all those goods which ally with the hairdressing business.

The firm of O. E. Thibault, Ltd., has been organized in Sherbrooke, Que., and incorporated under a provincial charter with share capital of \$10,000, to manufacture and deal in medicines, and to deal in perfumes, toilet articles, etc. The founders are Wilfrid Begin, physician; O. E. Thibault, druggist, and L. Thibault.

TORONTO

TORONTO, October 14.—The optimism which has prevailed in the business community, engendered no doubt in part by the generous returns which exhibitors claim having received from the Canadian National Exhibition, is being confirmed on all sides. From all quarters of the country come glowing reports of increased general prosperity, and while the bankers are slow moving and conservative, they cannot hold out much longer against the tide of statistics of good omen sweeping continually by them.

The center of interest, to all traders, and those who are interested in economic conditions, has of course, for the last few weeks been held by the grain movements. The crop harvested is a good one and what is more to the point has realized a good price. Early October reports showed an increase of 45 per cent over prices ruling a year ago. The Western provinces have had a particularly successful year and so, with the farmer once more in possession of purchasing power, there is no doubt, that a cycle of prosperity will be begun. In Canada the very base of trade prosperity is found in the quality of the harvest.

The Government Bureau of Statistics at Ottawa has issued returns covering the year's trading to 31st August, 1924, and this also discloses a healthy condition of things. Exports for the year increased by \$58,917,908, over the figures published for a year ago, while imports fell off during the same period by \$58,316,122.

In the face of this, it is small wonder that we find Roger W. Babson, the American economist and statistician, emphasizing his confidence in the return of good times to Canada. Speaking to the Canadian Club and basing his conclusions on fifteen national economic barometers, Mr. Babson pointed out that Canada fundamentally was in a better position than the United States, for, he claimed, she had progressed 60-70 per cent through the re-adjustment tunnel, whereas the United States had proceeded probably only half way.

Thus heartened by optimistic reports of trade in general, we return to our own little section of trade and are not surprised to find there the same optimistic tone prevailing. Those with whom your correspondent has spoken admit they now look forward brightly to the future. The dull days have gone, and while business is quite yet, the signs of picking up are now visible to the naked eye.

One of the largest distributors of goods in the province reports a reassuring aspect in the retail trade. He states that his sales for the year, total much the same as last year, notwithstanding the fact that new firms have been competing with him for the trade. This being the case it would seem that there is an increase which is being absorbed by the newcomers.

The trade in general is already looking forward to Christmas business. For some time now the retailer has kept his

stocks at low ebb. His desire to do so is waning, and with the coming boom of Christmas shopping his customers will find a much bigger stock to choose from. Retailers spoken with report a slightly increasing turnover and although it is early yet to forecast with any degree of exactitude how things will go in the approaching season, there is no doubt whatever in the minds of most of the traders that there will be an increase of business.

The autumn meeting of the Canadian Perfumers' Association takes place in Toronto on Thursday and Friday the 16th and 17th of October. R. R. Corson is expecting a full meeting as many subjects of interest to the trade are to be discussed.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

243,095, toilet article, William G. Kendall, Newark, New Jersey.

243,297, process for the separation of hydrocarbons from earthly matter, James Mason McClave, Denver, Col.

243,374, synthetic menthol, Howard & Sons Limited, Ilford, County of Essex, assignee of one-half of the interest of John William Blagden, South Woodford, London, E. 18, both in England.

243,519, box making machine, the Wirebounds Patents Co., Kittery, Maine, assignee of Charles H. Bombardie, deceased.

TRADE MARKS REGISTERED IN CANADA

Jelli-Boon for jelly-making compound, Clifford L. Weston, trading as Fruit Concentrates Co., Plainfield, New Jersey.

Double X, composition for use as a floor cleaner, Schalk Chemical Co., Los Angeles, Cal.

Mint-O-Lax, chewing gum laxative, Lester Tyler Moffatt, Montreal, Que.

Penny-Wise, cleaning materials, John E. Potts, Toronto, Ont.

Agarol, Laxative, William R. Warner & Co., Inc., New York, N. Y.

Letter A and figure 1 for soap, soap powder, soap flakes, and soap products, Arthur Percy Taylor, Toronto, Ont.

Laverene, Washing Compound, the Amos Lang Co., Hamilton, Ont.

Trinex, a preparation for removing paint, varnish, shellac, etc., from floors, woodwork, etc., for cleaning brushes and also for removing wallpaper, Trinity Chemical Corporation, New York, N. Y.

Damayanti, parfums, eau de toilette, lotions, talcums, poudres, cremes, et tous articles de Parfumerie, J. A. Marceau Limitee, Montreal, Que.

Domino, for pharmaceutical and toilet preparations, soaps, and perfumes, Dominion Laboratories, Montreal, Que.

Stacomb, for creams and pomades for the hair, Standard Laboratories, Inc., New York, N. Y.

Narcys, for perfumes of all descriptions, toilet waters, face powders, toilet soap, powder and toilet preparations of all kinds, Seely Manufacturing Co., Limited, Windsor, Ont.

Kawak, for bath salts, soaps, lotions and toilet articles, W. F. C. Brathwaite, Limited, Winnipeg, Manitoba.

NEW PRICE LISTS, PUBLICATIONS, ETC.

(Continued from page 448)

"The advance on oil vetivert Bourbon has been even sharper also on account of shortage of supplies. Prices in the Bourbon Islands advanced twenty per cent in a few weeks and predictions made some time ago of an eventual figure of 400 francs a kilo have been surpassed. Cables received by Ungerer & Co. state that holders are not anxious to sell even at present prices.

"The market on geranium has been more quiet. The Bourbon grade has declined moderately in the Islands in the face of the approaching crop while the African oil has held firm. No substantial declines are to be expected and there is a possibility of the same sharp rise which has been noted in lavender and vetivert.

"Spanish Aspic has gone up in sympathy with lavender and because of a limited production and prices are fifty per cent higher in Spain, having risen to seventeen or eighteen pesetas a kilo for good quality oil. Up to the present, the market here has not felt the effect, but any active demand will push Aspic above \$1 a pound and possibly much higher as large amounts will be used as a substitute for the unobtainable lavender oil."

BOOK REVIEW

CHEMICAL ENGINEERING CATALOG; ninth edition; quarto, 9 x 12 inches; 1082 pages; imitation leather cover. The Chemical Catalog Co., Inc., New York; 1924; leased at \$2 per copy.

This edition contains collected, condensed and standardized catalogue data of equipment, machinery, laboratory supplies, heavy and fine chemicals and raw materials used in the industries employing chemical processes of manufacture. A classified index of the foregoing, which is carefully cross-indexed and a technical and scientific books section add considerably to the value of the work. An effort has been made to make the index as nearly as possible a complete reference to sources of supply of chemical products.

The work was prepared under a committee appointed by the American Institute of Chemical Engineers, the American Chemical Society, and the Society of Chemical Industry, of which E. R. Weidlein is chairman.

The catalogue is leased at \$2.00 a copy (\$3.50 in foreign countries) for the period of one year to those to whom the work would undoubtedly prove of value.

NEW INCORPORATIONS

American Toilet Goods Co., Inc., Boston, Mass., and Paris, France; toilet preparations; capital \$100,000; incorporators, Cornelius R. Keeley and Simon H. Kugell of Boston, and Ralph L. Orne of Lexington, Mass.

Woodard Soap Corp., Denver, Col., \$50,000; Francis P. Meyer, D. E. Knieper, A. M. Woodard, incorporators.

Clarke Products, Inc., Binghamton, N. Y., medicines, toilet goods, health foods; \$100,000; B. W. Heimer, 60 Lathrop avenue, Binghamton, incorporators.

San Antonio Soap and Refining Co., San Antonio, Texas, \$100,000; W. M. Foster, G. G. Meusebach, E. N. Badger, incorporators.

Co-operative Hair Dressers-Beauty Laboratories, Inc., Minneapolis, \$100,000, incorporated by Harriet J. Laughton, Byrne M. Bouton, Lillian Bruer, Helen J. Hoppe and G. H. Hopkins.

TRADE-MARKS

TRADE-MARKS

JUTMAN'S ELECTRIC PREPARATION 192,576

BUT-MEAL 171,351

OLIVE COCOA 178,946

FESTAL HALL 181,943

RICE HOTEL 192,527

BEARS FOOT 191,370

Maizelle 191,168

Loospect 191,333

GISELE 191,053

DOT 178,400

MARVEL 191,870

FOOT-JOY MARVELOX 191,605

RECH-MUTHING 191,478

LA LAVANDINA 200,471

WASHING WATER 201,481

POREFINER 200,862

ZING 202,098

NEWATER 200,709

Wes-Kleen 192,280

Monte Carlo 192,424

Absorbit 191,769

SUPER-ALKALI 176,336

LIMECONE 191,436

Red Star 191,361

GOLD STRIPE 191,553

RAYONOL 201,012

MALABOZA 201,237

FLUORIN 200,486

Gliss 200,687

TALIZIN 200,859

ZEV 200,472

Reine Marie 200,973

El Estado 200,972

FILMA 201,976

KANK'S 190,644

Lemon Cleansing Cream 190,636

STOM-A-TOL 191,439

LIQUID-GLOVE 191,666

TRIM 200,226

FORTUNE 191,935

KLICK 200,276

DOROTHY'S 201,276

ANISOL 200,847

ORYANT 200,510

CUTICLEAR 200,850

Vélva 201,191

Ezy-Strait 200,472

LEBONA 201,356

EUCALAYA 200,857

YOLANDA 200,830

SANTILLANTE 196,671

DE LUXE 191,732

MAH-JONGG 191,727

GUERLAIN 191,163

MYANZA 191,718

DAVIS 191,633

JASMIN NOIR 201,119

OMEGA 201,061

Boudoirille 200,302

GLORIOX 200,419

BUBBLES 201,426

FLEURETTE 176,467

BAMBINO 201,369

SANCHIA 200,857

PARK AVENUE 201,643

Conte Rosso 170,179

X-IT 183,556

COTY 191,640

SUPERB 191,374

HAIRGLOSS 191,833

NEW CITY 191,669

RUSALKA 200,856

Sift AR 200,083

TUSKEGEE BELLE 200,050

Sogo-Tuckson 191,367

DI XIE 171,067

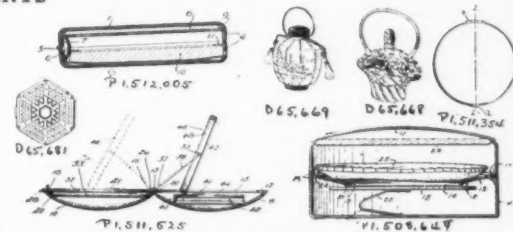
RIDGE 201,216

FIBROL 200,900

Kare 200,923

AJAX 201,776

PATENTS



NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P." Designs patented are designated by the letter "D." All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

88,374.—Tolerton & Warfield Co., Sioux City, Iowa. (Filed Aug. 2, 1915. Used since Jan. 1, 1911.)—Food-Flavoring Extracts.

170,179.—H. D. Capriata, New York, N. Y. (Filed Oct. 2, 1922. Used since May 1, 1922.)—Olive Oil.

171,047.—Dixie Chemical Company, Inman, S. C. (Filed Oct. 21, 1922. Used since Feb. 1, 1922.)—Preparation for Beautifying and Promoting the Growth of Healthy Hair.

171,361.—Alice Wunder Earley, Los Angeles, Calif. (Filed Oct. 30, 1922. Used since 1910.)—Toilet Preparation in the form of a meal to be used instead of Soap to Cleanse the Skin.

174,467.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Used since Aug. 8, 1916.)—Lip Pencils.

178,446.—James S. Kirk & Company, Chicago, Ill. (Filed Apr. 2, 1923. Used since Mar. 19, 1923.)—Soap.

181,374.—Bennett & Royalty, Dyer, Ky. (Filed May 31, 1923. Used since May 10, 1923.)—For Hair Tonic.

181,943.—The Goddard Grocer Company, St. Louis, Mo. (Filed June 13, 1923. Used since Nov. 20, 1905.)—Salad Dressing, Food-Flavoring Extracts.

182,424.—Lournay, Inc., Wilmington, Del., assignor to The Chandon Company, a Corporation of Delaware. (Filed June 25, 1923. Used since Oct. 25, 1922.)—Rouge, Lip Stick, and Face Powder.

183,914.—Guy T. Gibson, Incorporated, New York, N. Y. (Filed Aug. 1, 1923. Used since July 1, 1923.)—Rouge.

185,526.—Mardorn Chemical Corporation, New York, N. Y. (Filed Sept. 8, 1923. Used since June 15, 1923.)—Mouth Wash, Gargle, and Spray for the Nose and Throat, Used as a General Tonic for Membranous Tissue and as a Sedative for the Relief of Pain Caused by Lesions in the Tissues, Gums, or Cavities of the Teeth.

185,527.—Mardorn Chemical Corporation, New York, N. Y. (Filed Sept. 8, 1923. Used since June 15, 1923.)—Pyorrhea Remedy and Preventive; Dentifrice, a Specific for the Removal of Dead Tissues; Disinfectant and Deodorant for the Teeth, and as a General Tonic for the Gums.

186,260.—Frederick C. Westfall, Buffalo, N. Y. (Filed Sept. 26, 1923. Used since June 1, 1923.)—Laundry and General Cleaning Preparations.

187,236.—Alonzo G. Williams, doing business as Dr. Putnam, New York, N. Y. (Filed Oct. 19, 1923. Used since July 10, 1923.)—Soap and Shaving Cream.

188,414.—Paul Greenfield, New York, N. Y. (Filed Nov. 16, 1923. Used since Sept. 1, 1923.)—Hair-Removing Wax.

189,769.—Economics Laboratory, Incorporated, St. Paul, Minn. (Filed Dec. 17, 1923. Used since Nov. 1, 1923.)—Cleaning Compound for Rugs, Carpets, and the Like.

190,296.—Houston Drug Co., Houston, Tex. (Filed Dec. 31, 1923. Used since Oct. 20, 1921.)—Bay Rum, Prickly-Heat Powder, Rose Hair Oil.

190,644.—Kathleen E. Macaulay, New York, N. Y. (Filed Jan. 10, 1924. Used since Dec. 22, 1921.)—Face Powder and Talcum Powder.

191,768.—Louis E. Haselhorn, Detroit, Mich. (Filed Feb. 4, 1924. Used since Jan. 30, 1924.)—Face Creams, Face Powders, Face and Hand Lotions and Hand Creams.

191,825.—Fortune Products Company, Chicago, Ill. (Filed Feb. 5, 1924. Used since Dec. 1, 1919.)—Olive Oil, Food-Flavoring Extracts.

192,527.—Gordon, Sewall & Co., Inc., Houston, Galveston and Port Arthur, Tex. (Filed Feb. 19, 1924. Used since Mar. 20, 1918.)—Olive Oil, Salad Dressing and Food-flavoring Extracts.

195,333.—The Celma Company, Toledo, Ohio. (Filed Apr. 11, 1924. Used since February, 1923.)—Powder Cases or Containers.

195,594.—Parfumerie Roger & Gallet, Paris, France. (Filed Apr. 15, 1924. Used since September, 1906.)—Soaps in Cake Form, Soap Pastes, and Soap Powders.

195,710.—Physical Culture Publishing Corp., New York, N. Y. (Filed Apr. 17, 1924. Used since Mar. 10, 1924.)—Hair Vitalizer or Hair Tonic.

195,814.—Benj. S. Freedman Co., Scranton, Pa. (Filed Apr. 19, 1924. Used since Mar. 27, 1924.)—Soap.

196,406.—The Solvay Process Company, Solvay, N. Y. (Filed May 1, 1924. Used since Jan. 16, 1922.)—Cleansing and Washing Compounds.

196,683.—Vincent James Squillante, doing business as James Squillante, New York, N. Y. (Filed May 6, 1924. Used since Feb. 9, 1924.)—Olive Oil.

196,691.—Cafiero & Menciacci, Brooklyn, N. Y. (Filed May 7, 1924. Used since Apr. 22, 1914.)—Olive Oil.

197,053.—Elizabeth Shely, doing business as Gisele Laboratories, Los Angeles, Calif. (Filed May 14, 1924. Used since July 1, 1923.)—Face Cream, Wrinkle Eradicator, Cream, Skin Lotion, Egg-Shampoo Paste, Rouge Paste, and Blackhead Powder.

197,387.—Edward L. Mittlestaedt, doing business as Mocq, Burnier & Cie, Inc., New York, N. Y. (Filed May 21, 1924. Used since Dec. 1, 1921.)—Lip Rouge, Eyebrow Pencils, Sachet, Face Powder, Cold Cream, Vanishing Cream, Lemon Cream, Astringent Cream, Hair Tonic, Face Lotion, Tooth Paste, and Mouth Wash.

197,436.—Jack F. Katz, New York, N. Y. (Filed May 22, 1924. Used since Dec. 1, 1923.)—Hair-Color Restorer.

197,605.—Largal Company, Findlay, Ohio. (Filed May 26, 1924. Used since Dec. 10, 1923.)—Foot Powder.

197,831.—Phoenix Laboratories, St. Louis, Mo. (Filed May 29, 1924. Used since Apr. 10, 1924.)—Hairdressing.

197,929.—The Frank Tea & Spice Co., Cincinnati, Ohio. (Filed June 2, 1924. Used since Dec. 18, 1923.)—Food-Flavoring Extracts.

197,934.—A. J. Hilbert & Co., Inc., Milwaukee, Wis. (Filed June 2, 1924. Used since July, 1893.)—Hair Tonic, Tar and Glycerine Soap Shampoo, Complexion Powder, Sachet Powder, Tooth Paste, Cold Cream, Vanishing Cream, Toilet Lotion for Chap, Tan, Sunburn, and Rough Skin; After-Shaving Lotion, Perfumery, Extracts and Essences, and Toilet Waters.

198,045.—Olga Luise Arlen, doing business as Ortosan Co., New York, N. Y. (Filed June 4, 1924. Used since Jan. 1, 1924.)—Cosmetic Creams, Cosmetic Lotions, and Cosmetic Powders.

198,439.—Aktiebolaget Grumme & Son, Stockholm, Sweden. (Filed June 12, 1924. Used since May, 1924.)—Tooth Powder, Perfumes, Tooth Paste, Tooth Cream, Tooth Soap.

198,640.—The Janszen Grocery Company, Cincinnati, Ohio. (Filed June 16, 1924. Used since Mar. 27, 1923.)—Food Flavoring Extracts.

198,666.—H. A. Nachtrieb, doing business as Liqui-Glove Co. (Not Inc.), Chicago, Ill. (Filed June 16, 1924. Used since Mar. 15, 1924.)—Paste-Like Preparation for Coating the Hands.

198,753.—Anthony Mascola, doing business as Greater New York Barber Supply, Brooklyn, N. Y. (Filed June 18, 1924. Used since June 1, 1923.)—Hair Tonic, Face Lotions, and Toilet Waters.

198,936.—Eugene Corwin, New York, N. Y. (Filed June 21, 1924. Used since Feb. 1, 1924.)—Artificial Maple Flavoring for Foods.

198,965.—The W. T. Rawleigh Company, Freeport, Ill. (Filed June 21, 1924. Used since May 5, 1924.)—Perfume and Toilet Waters.

199,163.—Guerlain Perfumery Corporation, Wilmington, Del. (Filed June 26, 1924. Under ten-year proviso. Used since 1848.)—Perfumes, Eau de Cologne; Toilet Waters, Bath Salts, Face Cream; Face, Talcum and Bath Powders Loose and in Compact Form; Hair Tonics, Mouth Washes, Rouges, and Perfumes for Perfume Burners, Tooth Pastes, and Tooth Powders.

199,164.—Hanf & Ringler, Inc., New York, N. Y. (Filed June 26, 1924. Used since March, 1923.)—Extract Lemon, Extract Orange, Extract Vanilla, Extract Almond, Extract Peppermint, Extract Rose.

199,179.—National Aniline & Chemical Company, Incorporated, New York, N. Y. (Filed June 26, 1924. Used since June 4, 1924.)—Certified Food Colors.

199,328.—Mrs. Oscar C. Sledge, Smithville, Tex. (Filed June 28, 1924. Used since May 29, 1924.)

199,361.—Kelly Brothers, New Lexington, Ohio. (Filed June 30, 1924. Used since June 1, 1923.)—Hair Tonic or Scalp Lotion.

199,467.—Ever-White Fluid Co., Morgantown, W. Va. (Filed July 2, 1924. Used since May 1, 1923.)—Washing and Cleaning Fluid.

199,478.—Jack Josias, doing business as Hojos Company. (Filed July 2, 1924.)—Used since Apr. 15, 1924.)—Compact, Refills, Rouge, and Poudre.

199,510.—The William A. Webster Company, Memphis, Tenn. (Filed July 2, 1924. Used since Jan. 1, 1922.)—Face Powder, Talcum Powder, Beauty Cream, Cold Cream, and Dental Cream.

199,553.—Gotham Silk Hosiery Co., Inc., New York, N. Y. (Filed July 3, 1924. Used since December, 1921.)—Soap.

199,689, 199,690.—John H. Good, doing business as The Hollywood Perfume Co., Los Angeles, Calif. (Filed July 7, 1924. Used since May 26, 1924.)—Perfumes, Cosmetics and Dermatological Products—Namely, Perfume Extracts, Face Creams, Toilet Waters, Bath Salts, Smelling Salts, Talcum Powders, Face Powder, Tooth Paste, Tooth Washes, Lip Sticks, Rouges; Bandoline, Liquid and Solid; Astringent Lotion, Cuticle Oils, Perfumed Water Softeners.

199,837.—The Flosmor Manufacturing Company, Cleveland, Ohio. (Filed July 10, 1924. Used since January, 1924.)—Shampoo Preparation.

200,050.—The Lewis Drug Company, Montgomery, Ala.

(Filed July 15, 1924. Used since November, 1921.)—Toilet Preparations, Specifically Hairdressing.

200,083.—Frank M. Prindle, doing business as Frank M. Prindle & Co., New York, N. Y., assignor to Violet Perfumery Corporation, Wilmington, Del. (Filed July 16, 1924. Used since July 1, 1924.)—Face Powder.

200,129.—Frank C. Weber & Company, Chicago, Ill. (Filed July 16, 1924. Used since Apr. 1, 1903.)—Food-Flavoring Extract—Namely, Vanilla.

200,132.—Cora Brower, doing business as Cora's Hair Preparation Company, Denver, Colo. (Filed July 17, 1924. Used since Mar. 1, 1924.)—Scalp Tonic.

200,226.—Scientific Products, Inc., Chicago, Ill. (Filed July 18, 1924. Used since June 27, 1924.)—Cleansing Compound Having Water-Softening Properties.

200,260.—The Janay Manufacturing Company, Cleveland, Ohio. (Filed July 19, 1924. Used since Feb. 1, 1921.)—Bleaching Cream.

200,276.—The Palmolive Company, Chicago, Ill. (Filed July 19, 1924. Used since June 30, 1924.)—Toilet and Shaving Soaps.

200,301, 200,302.—Physical Culture Products Corp., New York, N. Y. (Filed July 15, 1924. Used since July 9, 1924.)—Hair Shampoo.

200,320.—The Janay Manufacturing Company, Cleveland, Ohio. (Filed July 21, 1924. Used since Mar. 1, 1923.)—Rouge in Compact and Stick Form.

200,332.—C. Smith Long, Portland, Ore. (Filed July 21, 1924. Used since June 15, 1924.)—Mouth Massage for Cleansing the Teeth, Gums, and Inside of the Mouth.

200,365.—The Lowell Company, New York, N. Y. (Filed July 22, 1924. Used since May 1, 1921.)—Face Cream.

200,419.—Hill Blackett, Chicago, Ill. (Filed July 24, 1924. Used since Apr. 28, 1924.)—Facial Cream.

200,437.—The Ellicottville Scale Removing Corporation, Ellicottville, N. Y. (Filed July 24, 1924. Used since July 2, 1924.)—Boiler-Cleaning and Scale-Removing Compounds.

200,451.—Kendall Manufacturing Company, Providence, R. I. (Filed July 24, 1924. Used since July 18, 1924.)—Cleansing Preparations—Namely, Washing Powders and Metal Polish.

200,471.—Beech-Nut Packing Company, Canajoharie, N. Y. (Filed July 25, 1924. Used since Mar. 14, 1924.)—Toilet Soap and Shaving Cream.

200,482.—Ra Melle Eason, doing business as The Ezy-Strait Co., Hernando, Miss. (Filed July 25, 1924. Used since June 28, 1924.)—Preparation for Straightening and Improving the Hair.

200,486.—Fluorin Company of America, Inc., New York, N. Y. (Filed July 25, 1924. Used since Sept. 28, 1923.)—Medicinal Preparation for Scenting the Bath and Acting as a Tonic to the Body.

200,530.—C. F. Simonin's Sons, Inc., Philadelphia, Pa. (Filed July 25, 1924. Used since July 16, 1924.)—Corn Oil.

200,574.—Ida H. Morrow, doing business as The Beau Ideal Company, Clarksville, Tenn. (Filed July 26, 1924. Used since Apr. 1, 1924.)—Shampoo.

200,713.—Dan-Go Manufacturing Co., Boston, Mass. (Filed July 30, 1924. Used since about Apr. 4, 1924.)—Cleaning Liquid for Woodwork, Nickel and Glassware.

200,726.—Plaimar Limited, West Perth, Western Australia, Australia. (Filed July 30, 1924. Used since June 10, 1923.)—Essential Oils Used in Medicine and Pharmacy.

200,743.—Elen G. Anagnos, Bridgeport, Conn. (Filed July 31, 1924. Used since Mar. 25, 1923.)—Hair Tonic.

200,847.—Roy H. Brownlee, Pittsburgh, Pa. (Filed Aug. 2, 1924. Used since July 19, 1924.)—Dentifrice.

200,850.—Otis Clapp & Son, Inc., Boston, Mass. (Filed Aug. 2, 1924. Used since Jan. 1, 1910.)—Cleansing and Toning Cream for the Skin.

200,852.—Otis Clapp & Son, Inc., Boston, Mass. (Filed Aug. 2, 1924. Used since Jan. 1, 1899.)—Hair Tonic and Dandruff Treatment.

200,856, 200,857.—Otis Clapp & Son, Inc., Boston, Mass. (Filed Aug. 2, 1924. Used since Jan. 1, 1909.)—Perfume.

200,859.—Otis Clapp & Son, Inc., Boston, Mass. (Filed Aug. 2, 1924. Used since Jan. 1, 1909.)—Toilet Powder.

200,892.—The Mission Products Co., Seattle, Wash. (Filed Aug. 2, 1924. Used since Apr. 1, 1923.)—Cleansing and Vanishing Creams.

200,900.—Clarence W. Rumsey, doing business as Rumsey,

Products Company, Wheaton, Ill. (Filed Aug. 2, 1924. Used since Mar. 1, 1923.)—Preparation for Cleaning Dirt and Grease from the Hands.

200,913.—John Wanamaker, Philadelphia, Pa. (Filed Aug. 2, 1924. Used since 1910.)—Perfumes and Toilet Creams.

200,929.—Carver-Ruff Co., New York, N. Y. (Filed Aug. 4, 1924. Used since July 26, 1924.)—Toilet Preparations Such as Liquid and Powder Nail Polish, Face Powder, Foot Powder, and Preparations for the Treatment of the Hair and Scalp.

200,959.—Northern Jobbing Company, Chicago, Ill. (Filed Aug. 4, 1924. Used since July 12, 1924.)—Water Softener and Cleanser.

201,012.—Quaker Oil Products Corporation, Conshohocken, Pa. (Filed Aug. 5, 1924. Used since June 19, 1924.)—Oleaginous Preparation for Use as a Scouring Agent for Textile Fibers Including Artificial Silk.

201,016.—V. Vivaudou, Inc., New York, N. Y. (Filed Aug. 5, 1924. Used since Mar. 17, 1924.)—Cosmetic Containers.

201,061.—John Utasz, doing business as John Utasz Co., New Brunswick, N. J. (Filed Aug. 6, 1924. Used since Aug. 21, 1920.)—Hair Restorer.

201,119.—V. Vivaudou, Inc., New York, N. Y. (Filed Aug. 7, 1924. Used since July 25, 1924.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

201,179.—Bessie I. Clark, doing business as The Humming Bird Co., Detroit, Mich. (Filed Aug. 9, 1924. Used since Aug. 1, 1924.)—Hair Grower.

201,190.—The Federal Products Co., Cincinnati, Ohio. (Filed Aug. 9, 1924. Used since Apr. 1, 1924.)—Completely Denatured Alcohol.

201,191.—The Federal Products Co., Cincinnati, Ohio. (Filed Aug. 9, 1924. Used since November, 1919.)—Cologne Spirits and Rubbing Alcohol.

201,216.—Wesley J. Whitson, Metarie Ridge, La. (Filed Aug. 9, 1924. Used since Jan. 1, 1924.)—Shampoo.

201,237.—B. Heller & Company, Chicago, Ill. (Filed Aug. 11, 1924. Used since June, 1922.)—Food Colors in Paste, Dry, and Liquid Forms.

201,276.—Jacob S. C. Birnbaum, New York, N. Y. (Filed Aug. 12, 1924. Used since July 16, 1924.)—Treatment for the Scalp and Dandruff.

201,328.—Calvaire, Inc., New York, N. Y. (Filed Aug. 13, 1924. Used since July 24, 1924.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

201,339.—Edward J. Enderes, New York, N. Y. (Filed Aug. 13, 1924. Used since June 15, 1924.)—Hair Cream.

201,356.—Lebona, Ltd., New York, N. Y. (Filed Aug. 13, 1924. Used since Apr. 16, 1917.)—Toilet Soap.

201,369.—Alfred Neuburg, New York, N. Y. (Filed Aug. 13, 1924. Used since July 24, 1924.)—Soaps.

201,371.—Parke Corporation, Kalamazoo, Mich. (Filed Aug. 13, 1924. Used since July 1, 1924.)—Toilet Soaps.

201,387.—Anna Helen Arlt, Brooklyn, N. Y. (Filed Aug. 14, 1924. Used since Nov. 17, 1923.)—Rouge.

201,481.—Cosmo Alaura, doing business as La Lavandina Washing Water Co., East Boston, Mass. (Filed Aug. 16, 1924. Used since 1921.)—A Washing Liquid for Laundering of Clothes.

201,501.—Ira M. Kimball, doing business as Universal Drug Co., Memphis, Tenn. (Filed Aug. 16, 1924. Used since Mar. 1, 1924.)—Complexion Ointment.

201,513.—Sheaffer & Marvel, Philadelphia, Pa. (Filed Aug. 16, 1924. Used since November, 1922.)—Olive Oil.

201,648.—Cheramy, Inc., New York, N. Y. (Filed Aug. 20, 1924. Used since Aug. 14, 1924.)—Toilet Powders, Rouge and Brilliantine.

201,826.—Chas. W. Young & Co., Philadelphia, Pa. (Filed Aug. 23, 1924. Used since Aug. 4, 1924.)—Powdered Soap.

201,976.—Philippine Manufacturing Company, Manila, P. I. (Filed Aug. 28, 1924. Used since Dec. 20, 1922.)—Soap.

202,088.—Willesen Manufacturing Company, Malden, Mass. (Filed Aug. 30, 1924. Used since 1913.)—Soaps.

TRADE-MARK REGISTRATIONS GRANTED

(Act of March 19, 1920.)

These Registrations are not Subject to Opposition.

189,494.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed June 20, 1924. Serial No. 198,844. Used since 1905.)—Perfume, Toilet Water, Face Powder, Compact Powder, Sachet Powder, Talcum Powder, Brilliantine, Eau de Cologne, Lotion for the Hair, Rouge, and Lip Stick.
190,626.—Alfred J. Krank, St. Paul, Minn. (Filed Apr. 15, 1922. Serial No. 162,341. Used since May, 1912.)—Cleansing Creams.

190,632.—Anna Balsam, doing business as A. Davis, New York, N. Y. (Filed Dec. 29, 1923. Serial No. 190,229. Used since Aug. 4, 1923.)—Lemon Cream, Vanishing Cream, and Skin and Tissue Cream.

PATENTS GRANTED

1,509,856.—Shaving Stick Container. Philip K. Williams, Glastonbury, Conn., assignor to the J. B. Williams Company, Glastonbury, Conn., a corporation of Connecticut. Filed Mar. 15, 1923. Serial No. 625,382. 4 Claims. (Cl. 206—56.)

1. A shaving stick container comprising, in combination, a sheet metal cap having threads pressed therein, a ring for encircling the shaving stick and threaded to engage the threads of said cap whereby the soap stick is supported thereon, and a sheet metal casing to cover the free end of the shaving stick, said cap being provided with a short rib pressed outwardly from the metal at the threaded portion thereof and extending in a direction across the threads, and said casing being provided with a groove pressed therein cooperative with the rib on said cap.

1,508,649.—Vanity Case. George E. Davis, Des Moines, Iowa. Filed Mar. 19, 1924. Serial No. 700,412. 6 Claims. (Cl. 132—83.)

6. In a vanity case, a bottom receptacle, a top hinged thereto, a plate member hinged in said receptacle above the bottom thereof inclined from the wall of said receptacle downwardly and inwardly, and having a central opening, a disc below said opening and a spring supported on the disc for normally holding said disc against the lower edge of said plate and closing the opening therein.

1,508,785.—Vegetable Hair Tonic. Frank P. Giannandrea, Rosebank, N. Y. Filed June 7, 1921. Serial No. 475,763. 2 Claims. (Cl. 167—5.)

2. A hair tonic comprising an extract composed of approximately two ounces of cinnamon bark, three ounces of oats, seventy ounces of water, the same being mixed as the water is being boiled, and approximately fifty-one ounces of pure grain alcohol to be added when the mixture is cooled.

1,510,821.—Collapsible Dispensing Tube. Henry J. Berkeley, Baltimore, Md. (Filed Aug. 15, 1923. Serial No. 657,509. 2 Claims. (Cl. 221—60.)

1. The combination with a collapsible tube, of a nozzle projecting from one end of the tube said nozzle being exteriorly tapered and increasing in diameter as it extends outwardly from the tube and said nozzle having a side discharge opening and also having a tapered exterior screw-thread and a collar having a screw-thread to engage the tapered threads on the nozzle said collar serving to close said discharge-opening.

1,511,354.—Vanity Box. Simon Morrison, Brooklyn, N. Y. Filed July 15, 1922. Serial No. 575,264. 3 Claims. (Cl. 132—82.)

1. A device of the class described comprising a central receptacle having on its outer surface a semi-circular embossed portion, a length thereof being inwardly pressed to form an oppositely facing semi-cylindrical surface, an upper and a lower box closing upon the respective ends of the central receptacle, each box being formed with a hinged sleeve to fit within the said semi-cylindrical surface and to form a continuation of the embossing, and a pintle connecting said hinge sleeves and bearing at its ends between the extremities of the semi-cylindrical surface and the adjacent portions of the embossing, substantially as set forth.

1,511,525.—Compact Container. Albert G. Saart, Attleboro, Mass., assignor to Saart Brothers Company, a Corporation of Rhode Island. Filed June 26, 1924. Serial No. 722,469. 3 Claims. (Cl. 132—83.)

1. In a container of the type set forth, two convex concave wings, a hinge connecting the wings, horizontally disposed inwardly directed flanges upon the wings, a catch in one wing engageable with the flange of the other wing, and a spring member in one wing engageable with the flange of the opposite wing to separate the wings when the catch is released.

1,511,970.—Sifter-Top Receptacle and Closure Thereof. Clen S. Humphrey, Brooklyn, N. Y. Filed Dec. 18, 1923. Serial No. 681,407. 2 Claims. (Cl. 221—62.)

1. In a sifter top receptacle, a receptacle body, a neck provided with an upper end wall having discharge openings therein, a bearing element secured in the lower end of the neck, said upper wall of the neck and said bearing element having aligned central openings, a closure device within the neck including a closure disk, a stem extending axially through the closure disk and the aligned openings and provided with a stop engaging the upper side of the disk, an expansion spring encircling the stem and disposed between the under side of the disk and the bearing element, for normally moving the disk into contact with the under side of the under wall of the neck to close the discharge openings therein, and a lug on the portion of the stem which normally projects above the upper wall of the neck, adapted to pass through the opening in said upper wall and engaging therewith for retaining the closure disk in open relation to the discharge openings, upon downward movement of the stem and disk.

1,512,005.—Vanity Case. William D. Wright, Concord, Mass. Filed June 29, 1923. Serial No. 648,475. 2 Claims. (Cl. 132—83.)

1. A vanity case or box comprising two box sections adapted to fit together and form a completely closed box, a spring snap-hinge connecting said box sections and adapted to hold the box sections either closed or open at right angles to each other, a plain flat mirror in one box section, and a magnifying mirror in the other box section.

1,509,419.—Collapsible Tube. Samuel Bayard Colgate, Orange, and Martin Hill Ittner, Jersey City, N. J., assignors to Colgate & Company, Jersey City, N. J., a Corporation of New Jersey. Filed Dec. 17, 1923. Serial No. 681,067. 3 Claims. (Cl. 221—60.)

1. A collapsible container comprising a tube with a nozzle having screw threads on its outer surface lying below the face thereof, a central orifice in the nozzle, a packing washer lying on the face at the nozzle and having its opening in registry with the orifice, a flange extending upwardly from the face of the nozzle around the rim of the washer and having an edge overlying this rim, a cap threaded on the nozzle, means on the cap for preventing its complete removal from the nozzle, a dome formed on the lower face of the cap in registry with the orifice, this dome being of less diameter than the circular flange, and an opening through the cap at one side thereof.

1,509,431.—Collapsible Tube. Martin Hill Ittner, Jersey City, N. J., assignor to Colgate & Company, Jersey City, N. J., a Corporation of New Jersey. Filed Dec. 17, 1923. Serial No. 681,077. 3 Claims. (Cl. 221—60.)

1. A collapsible container comprising a tube with a nozzle having screw threads formed on the external surface thereof, a central orifice in the nozzle, a depression in the face of the nozzle spaced from the orifice to form a seat, a cap threaded on the nozzle, means on the cap engaging the nozzle to prevent complete removal of the cap, a circular flange on the inner face of the cap, a packing disc lying within the flange, the latter having an intumed edge overlying the rim of the disc, and being positioned opposite and adapted to enter the depression when the disc is against the seat, and an opening through the cap communicating with the depression.

DESIGNS PATENTED

65,668.—Perfume Container. Louis Pariset, New York, N. Y. Filed Apr. 17, 1924. Serial No. 9,305. Term of patent 3½ years.

65,669.—Perfume Container. Louis Pariset, New York, N. Y. Filed Apr. 17, 1924. Serial No. 9,306. Term of patent 3½ years.

65,681.—Powder Box. Jacques Worth, Paris, France. Filed June 17, 1924. Serial No. 9,886. Term of patent 14 years.



CHINA

ANISE OIL.—Consul General William H. Gale, at Hongkong, makes this report: Approximately 260 tons of anise oil were exported from Hongkong during 1923, representing an increase of 80 tons, or 30 per cent, over the previous year. About 36 per cent of the total went to the United States, which had bought only 16 per cent in 1922. The market was dull during the first part of the year, but improved toward the end, owing to increased demands from France and Spain. No reduction in prices is anticipated. The value of exports of anise oil from Hongkong to the United States in 1923 was \$68,079 as against \$29,698 in the previous year.

CASSIA OIL.—Hongkong's exports of cassia oil to the United States in 1923 were valued at \$178,709 (133,561 pounds), as against \$92,786 (103,444 pounds) in 1922. Cassia spice exports to America in 1923 were worth \$161,691.

HINTS TO EXPORTERS.—American exporters interested in this market should recognize the fact that the Chinese are becoming more and more independent of the local foreign importing houses, and quite a number of the larger native dealers who used to order through the local importers now place their business direct.

COCHIN CHINA

PERFUMERY TRADE.—The market for perfumery in Cochin China (one of the divisions of French Indo-China) is at present glutted, and the prospects for selling new brands are poor, according to advices received in Paris. Japanese competition is especially active, offering cheap goods which seem to satisfy the demands of the natives. Imitations of French goods have decreased, owing to frequent prosecutions of the offenders.

Imports of soaps into Cochin China totaled 258,000 lbs. in 1921, 704,000 lbs. in 1922 and 765,600 lbs. in 1923.

Imports of perfumes were: Alcoholic, 845,440 gallons in 1921, 475,560 gallons in 1922 and 105,680 gallons in 1923; non-alcoholic, 88,000 lbs. in 1921, 103,400 lbs. in 1922 and 90,200 lbs. in 1923.

The imports are mainly from France and Hongkong, the latter doubtless including a certain quantity of re-exports originating in Japan.

Prices are about the same as in France. Low-priced goods are in greatest demand by the Annamites and Chinese, who form the bulk of the population. In order to sell in Cochin China, it is necessary to advertise extensively in the Annamite language and to give free samples and prizes of a sort appealing to the tastes of the people, especially at the time of the native festivals.

Goods are usually paid for in instalments, and are shipped in small lots by parcel post in metal containers when pos-

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THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

At the time of our last review, the market was in a highly excited condition due to the sudden onset of a rather unexpected and extremely active buying movement. It was hinted at that time that it would be far better for all concerned if the excitement were dispensed with and the demand taken more as a matter of course. That is what has happened during the last two or three weeks.

Most of the excitement in the market hinged on the rapidly advancing prices of peppermint and wormseed in the country. Primary market factors on these oils played the usual game of holding back supplies for high prices. The situation, however, was much more serious than usual this year owing to the excellent prospects of success which attended their effort to secure high prices. However, circumstances are such that to work a natural article into a position where it can be manipulated upward or downward as the holder sees fit, is an exceedingly difficult and at times dangerous undertaking. What has happened was the expected. Both items are now unsettled and easier. There is no excitement about either and the markets on both seem likely to drop eventually to somewhere near normal prices.

The market as a whole is much better off under this development. The demand, save temporarily on the items affected, has been steady and heavy. Large parcels of most items have changed hands regularly enough and the advance in prices has been orderly and well controlled rather than abrupt and dangerous as was feared a month ago. The market at the moment, is in excellent shape. The trade looks for good steady business during the coming month at prices which will be reasonable to consumers and at the same time fairly lucrative to sellers. This is a condition under which anyone can enter the market with confidence and without fear of a later loss in the writing down of inflated inventories.

Turning to the various groups, it may be said that the floral essences are still in the same exceptionally strong position which they have occupied during the last two or three months. In no instance has there been a decline in prices, while on many, advances have already taken place or seem about to take place. The most conspicuous item in this group during the month has been lavender, which is very scarce on spot and exceedingly high for shipment. Former heavy stocks of last year's goods have been taken off the market by foresighted buyers. Rose is still very strong. The high price of the Bulgarian article is leading to heavier purchasing than usual of French otto, which has advanced in prices proportionately. Neroli is strong and for high quality oil very high prices have been paid. Chamomile is easier owing to the recent sharp drop in flowers and the heavy crop produced this year.

Spice oils have been quite steady, although clove seems somewhat easier owing to cheaper spice. Ginger has displayed a firm tendency. Mace and nutmeg are higher and their position is more or less precarious on account of the shortage of spice in this market. Cassia strengthened but

has since eased off on better shipping conditions prevailing in the Chinese market.

Seed oils continued unsettled although somewhat firmer after the first of the month. These prices have been greatly inflated recently and are only now reaching levels at which active buying is to be expected. Caraway has declined. Initial offers of wormseed, at high prices, have been succeeded by steadily declining levels, and the spot is also abruptly lower. Cummin and coriander are weak and unsettled. Anise is firm owing to Chinese shipment conditions, but recently has turned easier as continued offers for shipment come to light.

Citrus oils have been featured by the strength of lemon. After a disappointing season, the trade suddenly awoke to the fact that there was practically no lemon to be had here and Italy as suddenly announced a poor crop and advanced shipment quotations. The result has been an immediate advance of close to 10 cents per pound on any oil and even sharper rises on oils of known brand and quality. Orange and bergamot, on the other hand, have been weak with sharp declines in orange. At the moment, bergamot is firmer for shipment but there has been no change on spot.

Peppermint was going like a house afire at the time of our last review. It has not only stopped, but has started back. The country is topheavy and a crash is expected. A few dealers stocked high priced oil, but no one bought in quantity. At the same time, Japanese menthol dropped and American makers could not buy high priced peppermint. The commodity is practically 75 cents cheaper than it was a short time ago and will probably be cheaper still. The spot is still poorly supplied, and while there has been a decline, it has not been so prominent. Spearmint holds up because there is little offered. There is plenty of tansy and pennyroyal and both are weak.

Other than the items mentioned, there have been few features worth recounting in a general review of the situation. The market is strong and will continue so if buyers keep up their support. There is practically no chance of a decided break in quotations save in the few weak spots which have been described.

Synthetic and Aromatic Chemicals

There has been a general tendency toward somewhat easier prices during the last few weeks. This has been due principally to the effect of tariff reduction. While the flow of goods which had been feared in some quarters has failed to materialize and none of the domestic manufacturers have been hurt by the reduction in duties, the general trend of prices reversed that of the essential oil group owing to the fear of greater competition from foreign goods. There are more foreign goods available and at slightly better prices from the standpoint of the buyer, but on the whole, the course of trading has not been materially altered by the change.

Business in the group has been satisfactory. There has been steady purchasing by consumers who appear to have allowed their stocks to decline during the Summer. Prices realized on this business are fairly satisfactory. In the matter of quality, domestic manufacturers are feeling the need of emphasizing the worth of their goods and of further standardization. They are making progress along these lines and have plans on foot for still further improvement. With greater competition from foreign sources, it is only natural that quality should be emphasized, for in synthetics and chemicals the test is rather of quality than of price. On the whole, developments of the month have brought encouragement to importers and have not injured the domestic manufacturers. They have benefited the consumer by bringing about greater price competition and at the same time giving him more definite assurances as to the quality of his purchases whether from the manufacturer here or from the importer of foreign merchandise.

Vanilla Beans

The market has been a bit more active, but buying has not yet been up to normal. All types of beans are moving into consumption rather slowly owing to the continued high prices of goods. The old crop of Mexicans is all in the market and is moving out rapidly. Initial reports on the new crop are to the effect that weather to date has been exceedingly favorable and that the beans are of excellent

quality. Definite figures on the size of the crop cannot yet be given owing to the fact that needed data is not yet available. Estimates are that it will be considerably larger than that of last year. However, it will be recalled that bad weather during the curing season a year ago brought initial estimates down sharply. There is always the possibility of such an occurrence. Offers of Bourbons are more or less restricted and French holders continue to ask very high prices for their goods. Reports of factors who have investigated the matter first hand indicate that holdings in Marseilles are below the levels of general estimates. Heavy buying here would speedily clean this market of all grades of beans. New crops will not arrive in time to afford much relief this season. High prices for at least another six or eight months seem extremely likely.

Sundries

The group is again led by menthol in point of interest. Despite the fact that stocks here are extremely small, so small in fact that importers are ordering shipments forward from the coast by express, the market has steadily declined. This has been due to the distribution of local stocks in various directions with the result that weak holders have forced generally lower levels in their efforts to raise money on the goods which they have received. Japan quotes sharply below the spot parity on early shipments, but not correspondingly lower on the January-March position, which leads to the belief that present weakness there is more or less artificial. Japanese exchange is cheap, making shipment quotations the more attractive. No American menthol is available. Synthetic is offered at \$8@10 as to quantity and is slowly achieving popularity.

All grades of alcohol, pure and denatured, were again advanced on October 14. The advance amounted to 5 cents per gallon. It was due to heavy seasonal purchasing of denatured goods together with the fact that production is no more than sufficient to keep pace with the normal autumn inquiry. Other sundries are generally steady and without notable change.

FREIGHT RATES ON ESSENTIAL OILS

The Southern Classification Committee, after consideration of the proposed reclassification of essential oils carried by the railroads in its territory, has issued a circular, denying the petition of the carriers filed early in January for reclassification. The former classifications and rates will therefore stand.

The proposal of the carriers was to amend the present classification so that oils of high value would bear much higher freight rates than they do at present while oils valued above \$5.00 per pound would not be accepted for freight shipment at their invoice value. The proposal arose out of the heavy losses to the carriers arising from pilferage of these oils in transit. The question of loss by breakage was also raised but was conceded to be a minor point by the carriers themselves.

The shippers entered protest to the change in classification as individuals and also through the committee of the New York Board of Trade and Transportation and a brief prepared by Christian Beilstein, of Dodge & Olcott, was filed in support of their views. The decision is a justification of the claims of the shippers that the proposed reclassification and higher rates was arbitrary and unreasonable.

The Southern Classification Committee has transmitted its findings to the Consolidated Classification Committee with the recommendation that the old classification and rates be continued. Thus far the Consolidated Committee has announced no action in the matter.

Walter L. Filmer, secretary of the Chicago Perfumery, Soap & Extract Association, has issued a circular announcing the collapse of the attempt made to get the Western Classification Committee to raise the freight rates on essential oils. He understands that the railroads have withdrawn their request for higher schedule.

News Permeates Every Page

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb...	\$3.50@	\$3.75	Nutmeg	1.45@	Benzilidenacetone	2.75@	4.50
S. P. A.	3.75@	4.00	Orange, bitter	2.75@	Benzophenone	7.00@	
F. F. C. "Art"	2.15@	2.30	sweet, W. Indies	2.55@	Benzyl Acetate, dom.	1.55@	1.80
Sweet True60@	.65	sweet, Italian	2.80@	foreign	1.75@	2.00
Apricot Kernel25@	.29	Calif.	3.00@	Benzyl Alcohol	1.45@	1.60
Amber, crude80@	.85	Origanum, imitation35@	Benzyl Benzoate	1.60@	1.75
rectified90@	1.00	Orris Root, concrete, do-		Benzyl Butyrate	5.50@	
Amyris, balsamifera	3.00@	3.25	mestic (oz.)	3.00@	Benzyl Cinnamate	10.00@	
Angelica Root	38.00@		foreign	5.00@	Benzyl Formate	3.25@	
Anise, tech.55@		Orris Root, absolute (oz.)	54.00@	Benzyl Propionate	5.00@	
Lead free U. S. P.60@		Parsley	3.50@	Borneol	2.75@	
Aspic (spike) Spanish85@	1.00	Patchouly	5.00@	Bornylacetate	4.25@	
French	1.30@	1.40	Pennyroyal, American	2.25@	Bromstyrol	3.25@	4.25
Bay, Porto Rico.	2.40@		French	1.90@	Carvol	13.00@	
West Indies	2.25@		Peppermint Natural	6.00@	Cinnamic Acid	3.25@	3.50
Bergamot, 35-36 per cent.	3.60@	4.00	Redistilled	6.25@	Cinnamic Alcohol	6.50@	6.75
Birch, sweet N. C.	1.90@	2.15	Petit Grain, So. American	2.10@	Cinnamic Aldehyde	3.65@	4.00
Penn. and Conn.	3.50@	4.00	French	6.00@	Citral	2.75@	
Birchtar, crude25@		Pimento	2.30@	Citral, C. P.	3.50@	5.00
rectified85@		Pinus Sylvestris	2.00@	Citronellol, dom.	8.00@	9.00
Bois de Rose, Femelle	4.90@		Pumilionis	2.60@	foreign	8.75@	10.00
Cade, U. S. P. "IX"38@		Rose, Bulgaria. (oz.)	10.00@	Cumarin, dom.	3.40@	3.65
Cajuput, Native S. P.	1.05@		Rosemary, French. (lb.)	.50@	foreign	3.50@	3.60
Calamus	4.25@		Spanish40@	Diethylphthalate45@	
Camphor, "white"15@	.16	Rue	4.00@	Diphenylmethane	2.50@	3.00
Cananga, Java Native	2.15@		Sage	2.75@	Diphenyloxide	1.00@	1.40
rectified	3.25@	3.50	Sage, Clary	3.25@	Ethyl Acetate50@	
Caraway Seed, rectified	3.75@		Sandalwood, East India	6.50@	Ethyl Benzoate	2.00@	
Cardamom Ceylon	30.00@		Sassafras, natural	1.40@	Ethyl Butyrate	1.85@	
Cassia, 80@85%	2.00@	nom.	artificial38@	Ethyl Cinnamate	5.50@	
rectified U.S.P.	2.90@		Savin, French	2.85@	Ethyl Formate	2.00@	
Cedar Leaf	1.05@	1.15	Snake Root	18.00@	Ethyl Propionate	2.50@	
Cedar Wood70@	.75	Spearmint	3.40@	Ethyl Salicylate	3.50@	
Celery	11.00@		Spruce90@	Eucalyptol85@	.95
Chamomile	6.50@	8.00	Tansy	3.00@	Eugenol	3.00@	
Cinnamon, Ceylon	12.00@	15.00	Thyme, French, red.	1.00@	foreign	3.50@	4.50
Citronella, Ceylon77@	.79	white	1.05@	Geraniol, dom.	4.75@	
Java	1.45@	nom.	Spanish, red95@	foreign	4.75@	
Cloves, Bourbon	2.70@	3.00	Valerian	14.00@	Geranyl Acetate	4.75@	
Zanzibar	2.00@		Vetivert, Bourbon	12.00@	Geranyl Butyrate	13.00@	
Copaiba40@		Java	30.00@	Geranyl Formate	12.50@	
Coriander	12.00@		East Indian	18.00@	Heliotropin, dom.	2.25@	
Croton	1.10@		Wintergreen, Southern	4.00@	foreign	2.50@	3.00
Cubeb	5.50@		Penn. & Conn.	8.00@	Hydroxycitronellal	14.00@	16.00
Cumin	12.00@	14.00	Wormseed	4.75@	Indol, C. P. (oz.)	9.00@	
Cypress	6.00@		Wormwood	3.75@	Iso Butyl Benz	5.00@	
Dillseed	4.50@		Ylang-Ylang, Manila	26.00@	Iso Eugenol	4.25@	4.40
Erigeron	1.50@		Bourbon	4.50@	Linalool	5.25@	
Eucalyptus, Aus. "U.S.P."	.70@	.75	OLEO-RESINS				
Fennel, Sweet	1.15@		Capsicum	3.00@	Linalyl Acetate 90%	8.00@	nominal
Geranium, Rose Algerian	8.00@		Ginger	3.65@	Linalyl Benzoate	5.25@	
Bourbon	7.50@	8.00	Cubeb	4.75@	Methyl Acetophenone	2.75@	3.25
Turkish (Palma rosa)	4.50@	4.75	Malefern	3.25@	Methyl Anthranilate	2.00@	
Ginger	9.50@		Orris	16.00@	Methyl Benzoate	2.00@	5.00
Gingergrass	3.00@		Pepper, Black	4.00@	Methyl Cinnamate	4.00@	10.00
Guaiac (Wood)	5.00@		Vanilla	22.50@	Methyl Eugenol	9.00@	
Hemlock95@		DERIVATIVES AND CHEMICALS				
Juniper Berries, rectified	1.35@	1.45	Acetaldehyde 50%	2.00@	Methyl Heptene Carbon	39.00@	44.00
Juniper Wood65@		Acetophenone	5.00@	Methyl Iso Eugenol	13.00@	
Laurel	5.00@		Aldehyde C 14	22.50@	Methyl Octine Carb.	—@	—
Lavender, English	32.00@		C 16	70.00@	Methyl Paracresol	6.00@	
U.S.P. "IX"	5.75@	8.00	Amyl Acetate	4.50@	Methyl Phenylacetate,		
Lemon, Italian90@		Amyl Butyrate	2.00@	Art. Honey Aroma.	6.50@	
Calif75@		Amyl Cinnamate	4.50@	Methyl Salicylate48@	.52
Lemongrass90@		Amyl Fomate	1.75@	Musk Ambrette	16.00@	17.00
Limes, distilled	1.25@		Amyl Phenyl Acet.	5.00@	Ketone	20.00@	
expressed	2.40@		Amyl Salicylate, dom.	1.30@	Xylene	4.75@	
Linaloe	3.50@		foreign	1.85@	Nerolin	1.65@	2.00
Mace, distilled	1.45@		Amyl Valerate	3.00@	Nonylic-Alcohol	40.00@	52.00
Mirbane15@		Anethol	1.10@	Phenylacetaldehyde	8.00@	11.00
Mustard, genuine	14.00@	16.00	Anisic Aldehyde, dom.	3.75@	imported	8.50@	12.00
artificial	3.10@		foreign	4.00@	Phenylacetic Acid	3.50@	
Neroli, Bigarade, Pure	80.00@	100.00	Benzaldehyde, U.S.P.	1.55@	Phenyl Ethyl Acetate	15.00@	17.50
Petale, extra	100.00@	130.00	F. F. C.	1.75@	Phenyl Ethyl Butyrate	27.50@	
					Phenyl Ethyl Formate	20.00@	

(Continued on Next Page)

Phenyl Ethyl Propionate.	20.00@	
Phenyl Ethyl Alcohol,		
domestic	8.50@	9.00
imported	9.00@	9.50
Rhodinol, dom.	12.50@	15.00
foreign	18.00@	20.00
Safrol	.55@	.60
Skatol, C. P. (oz.)	10.00@	20.00
Terpineol C. P., dom.	.48@	
Imported	(lb.)	1.00@ 1.15
Terpinyl Acetate	1.75@	1.90
Thymol	5.00@	
Vanillin (oz.)	.48@	.52
Violet Ketone Alpha	15.00@	
Beta	13.00@	
Yara Yara	2.00@	

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal	.45@	
Ambergris, black (oz.)	15.00@	18.00
gray (oz.)	26.00@	
Balsam Copaiba S. A.	.40@	
Para	.30@	
Balsam Peru	2.00@	
Tolu	2.15@	

Beaver Castor	6.50@	
Cardamon Seed, green	1.50@	
Decort.	1.80@	
Castoreum	4.50@	
Chalk, precipitated	.03 1/2@	.06 1/2
Civet horns (oz.)	2.25@	
Guarana	.75@	
Gum Benzoin Siam.	1.25@	
Sumatra	.25@	.27
Gum Gamboge, pipe	.80@	
powd.	1.00@	
Lanolin hydrous	.17@	.19
anhydrous	.20@	.23
Menthol, Jap.	12.75@	13.50
American	nominal	
Synthetic	8.00@	10.00
Musk, Cab., pods (oz.)	18.00@	20.00
grains (oz.)	26.00@	28.00
Tonquin, gr. (oz.)	36.00@	
pods (oz.)	22.00@	23.00
Orange flowers	1.00@	
Orris Root, Florentine,		
whole	.08@	.10
powdered	.12@	.30
Patchouli leaves	.23@	
Peach Kernel Meal	.30	

Rhubarb Root, Shensi	.75@	
High Dried	.40@	
Rice, Starch	.09@	
Rose leaves, red	1.25@	
pale	.65@	
Sandalwood chips	.35@	
Saponin	1.25@	
Styrax	.80@	2.25
Talc, domestic (ton)	18.00@	40.00
French (ton)	25.00@	50.00
Italian (ton)	45.00@	60.00
Vetivert root	.30@	

BEANS

Tonka, Beans, Para	.95@	1.00
Tonka, Beans, Angostura	2.20@	2.35
Tonka, Beans, Surinam	nominal	
Vanilla, Beans, Mexican	11.50@	nom.
Mexican, cut	10.00@	nom.
Vanilla Beans Bourbon,		
whole	11.00@	nom.
cut	nominal	
Vanilla Beans, So. Am.	10.00@	
Vanilla Beans, Tahiti,		
yellow label	7.00@	nom.
white label	7.50@	nom.

FOREIGN CORRESPONDENCE

(Continued from Page 455)

sible. A consumption tax is levied on the basis of alcohol content, non-alcoholic perfumes being free of tax.

FRANCE

HAIRDRESSERS' AND PERFUMERS' EXPOSITION.—Advance reports of the Second Exposition of the Coiffure and Perfumery Artists of France indicated that the event to be held in Luna Park, Paris, October 9 to 16, would be a great success. The program called for numerous hairdressing contests, a grand ball and other interesting features. The perfumery exhibitors were: Bourjois, H. Chancy, Chermay, Coty, Gellé, Georgon, Godet, Grenoville, Houbigant, La Gourde du Poète, Lesquendieu, Oriza-Legrand, Orsay, L.-T. Piver, Rigaud, Roger & Gallet. There were numerous other exhibitors of toilet soaps and beauty specialties.

INDUSTRIAL ALCOHOL.—The French Government holds a monopoly of industrial alcohol placed on sale and graduates the selling price according to the class of industry for which the product is intended. Perfumery and chemical manufacturers are obliged to pay the highest rate, while alcohol for mixing with gasoline is sold below cost. The loss thus incurred is offset by the profit on sales to the perfumery and chemical trades.

FRENCH OCEANIA

PERFUMERY TRADE.—The French colonies in the southern Pacific consume perfumes of all kinds, as well as toilet soaps. French manufacturers are enjoying this trade with but little competition, especially since the establishment of a direct steamship service between the colonies and the mother country. Goods offered in this market are judged, especially by the native women, more according to the style of packing than the quality. Customs duties are 15 per cent, transportation tax 12 per cent, both of which are now subject to a surtax of 20 and 25 per cent, respectively.

HUNGARY

PEPPERMINT OIL.—An association has been formed under

the auspices of the secretary of the Hungarian Minister of Agriculture, M. F. Darvas, having for its object the development of the production of peppermint oil in Hungary. Drs. Hugustini and Kirk have shown that an oil can be obtained containing, like the Japanese oil, about 80 per cent of menthol. The Ministry of Agriculture has undertaken to supply cultivators with the necessary plants.

ITALY

OILS.—Consul Edward I. Nathan, Palermo, sends the following with reference to Italian essential oils: "The production of lemon oil this year is about half of normal, but the prices have nevertheless remained lower than before. The production of orange oil, mandarin, and bergamot has also been small and prices are remaining high."

CHEMICAL EXHIBITION POSTPONED.—Italy's National Exhibition of Pure and Applied Chemistry, which was to have been held this autumn at Turin, has been postponed until spring. It was found that the task of assembling the exhibits was greater than had been estimated. Because of the postponement, however, the scope of the exhibition will be expanded.

PERU

FULL DUTY ON COMMON SOAP.—The reduction of 50 per cent of the regular duties formerly allowed on goods imported at the port of Iquitos became ineffective as regards common soap, by a decree published May 19, 1924. The regular duties will apply.

SWEDEN

IMPORTATION OF ARTICLES CONTAINING ALCOHOL TO SWEDEN.—Stockholm advices state that the restrictions on the importation of certain articles containing alcohol, such as perfumes and hair washes, have been removed as from July 1.

Sanitary Grammar

Teacher—"Johnny, name a collective noun."
Johnny—"A vacuum-cleaner."—*Western Druggist.*



PRODUCTION OF AGENTS FOR CLEANSING AND EMULSIFYING PURPOSES

By DR. WALTHER SCHRAUTH, ROSSLAU.

It is a well known fact that hydrous soap solutions are able to dissolve alcohols of a higher molecular weight, such as amyl alcohol, cyclohexanol and its homologues, myricyl alcohol etc., and also ketones of a higher molecular weight, for instance cyclohexanol and its homologues. The solutions obtained possess the faculty of dissolving or emulsifying hydrocarbons, and the alkali salts of the sulfo acids of the higher fatty acids show this action of the ordinary soaps in a still greater degree. Alkali salts of other sulfo acids, for instance the salts of the aromatic sulfo acids, likewise possess this quality, but in a much smaller measure. These salts are not suited for the manufacture of detergents, solvents and emulsifiers, because the quantities of higher alcohols kept in solution by them are too small and the suspensions lack stability. In addition to this, the salts are also inclined to crystallization. Sodium naphthalenesulfonate, for instance, not only separates in the form of crystals during the cooling of concentrated liquid mixtures that have been produced by heating, but also from solid mixtures such as soap, amyl alcohol, cyclohexanol and naphthalene sulfonic salts. The result is that the products lose their uniformity in storage.

It has been discovered that the tetrahydronaphthalene sulfonic salts and their derivatives dissolve very considerable quantities of higher alcohols, that the hydrous solutions obtained in this manner keep hydrocarbons, fats, oils, resins, organic coloring matter, etc. in solution or emulsion in a much larger measure than the sulfo salts formerly used for this purpose, that they will not decompose, and that no separation of the salts takes place. The latter fact appears important, because the mixtures frequently have to be produced in a highly concentrated form, especially if they are intended for the scouring of wool, the production of lubricating emulsions for boring machines, the treatment of seeds and the disinfection of plants. In these cases the high concentration has to be very stable, because the mixtures are only standardized for their purpose by dilution just before they are used.

The mentioned advantages are clearly demonstrated by the following comparative tests. A mixture of

- 35 parts sodium-tetrahydronaphthalene-beta-sulphonate
- 65 parts water and
- 50 parts cyclohexanol

furnishes a clear, transparent preparation. The solutions remain clear, even if large quantities of water are used for the dilution, and they act as strong detergents or scouring agents by themselves or in connection with ordinary soap. If the sodium-tetrahydronaphthalene-beta-sulphonate is replaced by an equal quantity of sodium-beta-naphthalenesulfonate the product obtained is clear at first, but the sulfo acid salt crystallizes during the cooling process and the mixture is made turbid by the addition of a small quantity of water on account of the separation of cyclohexanol. All other organic sulfo acid salts formerly used for the

(Continued on Next Page)

PROPOSAL FOR A CO-OPERATIVE SOCIETY OF SOAP TECHNICAL EXPERTS

Our esteemed contemporary, *Chemical & Metallurgical Engineering*, has held a symposium on the utility, desirability and practicability of organizing a co-operative association of chemists in the soap industry. All of the readers of our SOAP SECTION are aware more or less of the efforts that have been made in recent years to secure co-operation of soap manufacturers and it is not now necessary to go into that phase of the present proposal, except to remark that the aloofness seems to be based on the same point of consideration. Some of the responses to *Chem. & Met's* inquiries make interesting reading. Some of our own readers may have comments to make on the situation. However, here is the present line-up of opinion:

W. W. Robertson, Orford Soap Co., Manchester, Conn.: "I should be very glad to join such a technical association as you suggest in your editorial providing it is established, and believe there might come some industrial and technical benefits from such an association."

N. N. Dalton, Vice-President, Peet Bros. Co., Kansas City, Kansas: "The success of an organization such as you suggest would depend on the willingness of the directing heads of the larger organizations to extend information to those small concerns that have been unwilling or unable to purchase technical skill. If a large industry has spent its money acquiring wide information of a technical nature, that information is just as much the property of that company as its plant investment and personnel, and it is questionable whether it is good business freely to share such information with competitors."

"We do feel, however, that between competitors of approximately the same magnitude of operation and with mutual interests as to similarity of articles manufactured, a reasonable exchange of information for the purpose of securing increased mutual efficiency is quite valuable. I think the trouble is that there is really no mutual exchange of information between a large manufacturer and a small manufacturer, as the small manufacturer gets the benefit of a large manufacturer's experience and technical staff, without giving very much in return for it."

Harry M. Wylde, Research Dept., Lever Bros. Co., Cambridge, Mass.: "I am sympathetic toward the idea of the formation of a technical association in the soap industry, which is being brought forward by *Chem. & Met.* It cannot be denied that a real live association of this kind could be a benefit to the technical men in the industry, to the individual companies and to the industry as a whole. In this day of associations and societies for every conceivable purpose, however, it is necessary for an individual of any breadth of interest to choose and limit the extent to which he supports and encourages such activities or he would have time for but little else."

"When he is asked to contemplate the formation of another society he is likely to be only lukewarm in his enthusiasm. In one which would touch his daily interest so closely as an association of the technical men of his

industry he is likely to show a somewhat livelier interest, conditioned on his conception of how vigorous and successful it will be. Its success will depend on the interest and enthusiasm of the several hundred technical men, on the efforts of able leaders and on the interested support rather than the mere tolerance of the leading soap manufacturers. If we can have a reasonable measure of these essentials I am heartily in favor of the formation of such an association."

V. K. Cassady, Chief Chemist, Palmolive Co., Milwaukee: "I am very much in favor of forming a soap chemists' society. The chemists in soap plants have a great variety of work. This includes oil chemists, soap chemists, perfume chemists, etc. Nowadays, most of these lines are specialized in large plants. I believe, however, that these men would all be interested in any line of work connected with the soap business."

Dr. Martin H. Ittner, Colgate & Co., Jersey City: "There is plenty of opportunity for soap technologists, but I think it is better for the technologists of the individual companies to direct their efforts to the improvement of the methods of their own companies, rather than to establish a clearing house through which those that do not engage chemists and engineers may gain the advantage without expense to themselves that others acquire through the employment of competent chemists and engineers."

"It would be of greater service to the industry and to chemists and engineers if you pointed out the advisability of all manufacturers availing themselves of competent technologists; and certainly until all manufacturers are employing such technologists there is no good reason for the formation of a clearing house of information you have spoken of."

"It was to encourage science and invention that the Constitution of the United States included in the duties of Congress the right to give to inventors and writers certain exclusive rights to their inventions and writings. For good and obvious reasons, many of the most valuable practices that soap manufacturers have are of such a nature that they cannot be protected adequately by patent."

"If the technologists of the different soap manufacturers were to get together and talk freely of their findings and experiences, those that made the greatest efforts and that did the most to advance their industry would in this way enjoy no exclusive benefit from their efforts, which would then go without cost or trouble to the concerns making the least effort or no effort to advance their industry. Such a group of technologists, therefore, instead of advancing the industry, would do much to destroy competitive effort and retard progress in the industry."

"On the other hand, it may be desirable and decidedly helpful for analytical chemists in any trade that involves the sale and purchase of materials or specifications to get together and arrive at mutually satisfactory specifications and methods of analyses. Discussions that would come up before such gatherings would involve only the character of articles known to all and would not involve methods of manufacture which, for various reasons, it is often desirable to keep secret."

"The soap field is probably no more addicted to unfair practices than most other fields, but unfortunately there are cases of such that it would be desirable to rout out by concerted action. A proper understanding among advertisers, or, better, among manufacturers themselves, might go far to correct these abuses. Among these I might mention a few of the most glaring:

"The practice of selling soaps to the public through claiming advantages for them in use that are supposed to belong to certain oils claimed to be used in the manufacture of such soaps, even though these oils do not exist as oils in the soaps, and even though the soaps in question may be made of other oils, and even though the soaps do not possess the advantages claimed for them."

"The practice by some of referring to the use of rosin in soaps as an adulterant and leading people to believe that such soaps turn clothes yellow; whereas the truth is that rosin is one of the most valuable of soap ingredients, since it increases the washing value under average conditions and since soaps containing it do not turn clothes yellow any more than white soaps do."

"The practice of referring to the use of a moderate

amount of sal soda or silicate of soda in some soaps as adulteration, when the use of these materials in moderation enhances the washing qualities of these soaps, under the average conditions of use."

"It is a fine thing that university workers are free to publish their findings, and their work thus helps all the industries, but the industries themselves cannot undertake to supply free information either to those who will not employ chemists or engineers, or to patent specialists who may take our patents on their processes through information thus gained."

PRODUCTION OF CLEANSING AGENTS

(Continued from Preceding Page)

mentioned purposes act in the same manner as the naphthalenesulfonic acid salts. Stable highly concentrated solutions of the higher alcohols and ketones soluble in water can only be produced with the aid of the sulfo salts of hydrogenated naphthalene.

Concentrated solutions of higher alcohols may be produced with the aid of salicylate of sodium in such a way that the salicylate will not separate in storage, but these solutions with a higher alcohol content are decomposed by dilution with water even more rapidly and completely than the solutions produced with sodium naphthalenesulphonate. The sensitiveness of the salicylic acid to iron also is injurious for many technical purposes.

In place of the cyclohexanol mentioned above amyl alcohol, terpineol, all other terpene alcohols and other higher alcohols that are insoluble in water may be used successfully. The solutions produced with these alcohols possess a relatively high lathering effect on account of their ability to dissolve not only lipid, but also albuminous substances. Their cleansing effect very closely resembles that of the fatty acid salts and they act jointly with the soaps. Preparations of this kind are very serviceable as detergents for the textile industry, for chemical cleansing and degreasing of wool, leather and hide waste, etc., but principally as a basis for the manufacture of boring oils and pastes, lubricants for machinery, shoe, floor, and metal polishes. Furthermore they may be used for the manufacture of preparations for the protection of plants and the extermination of insects, because of the fact that they not only dissolve hydrocarbons, neutral fats, etc., but also phenols and other disinfectants that are insoluble in water. Surfaces weakly repelling water are as thoroughly moistened and covered by them as by the soap solutions. For the same reason they are well suited for the manufacture of preparations for the preservation of seeds and woods. As the preparations are easily combined with solid and liquid soaps they may also be used for the manufacture of solid detergents.

For instance, 1.5 kg. of dried curd soap are boiled with an equal quantity of a solution mixture consisting of 350 parts sodium tetrahydronaphthalene-Beta-sulphonate, 650 parts water and 500 parts of cyclohexanol. As soon as all constituents are completely dissolved, the mixture is poured into frames and permitted to harden. The result is a soap-like substance which can be cut and is ready for use after it has been kept in storage for a short time.

The new method for the manufacture of cleansing and emulsifying agents has been patented. (German patent 371,293, March 31st, 1921). The patent specification reads: 1.—Method for the production of cleansing and emulsifying agents, bases for the manufacture of boring oils and fats, lubricating fats for machinery, shoe, floor and metal polishes, preservatives for seeds and woods, insect exterminators, etc., characterized by the fact that the alcohols and ketones of higher molecular weight, which are insoluble in water, are combined with the alkali salts of the tetrahydronaphthalenesulfonic acids, either alone or combined with hydrocarbons, etc. 2.—Method corresponding with specification 1, characterized by a further addition of soaps or of sulfonic acid salts of the higher fatty acids.—*Seifensieder-Zeitung*, 50, 16.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

POPULARITY OF SOAP FLAKES STEADILY GROWING

**Interesting Phases of the Development of This Branch of Our Industry;
Must Revise Picture Advertisements, Educate Housewives in Utilization**

Developments in the adaptation of various products to the demands of the modern public for lightening labor and securing efficiency together with economy have had an adequate barometer in the soap industry. Perhaps the progress of that industry from its primitive forms to the highly complicated mechanism of the modern soap producer has been brought into being only through the growing requirements of the industrial and consuming public for cleansing agents of greater and greater efficiency and economy and less and less unsatisfactory effects upon the objects to be cleansed.

The development of white soaps, the addition of chemical products making soaps more efficient, the packing of soaps into forms more readily and conveniently usable by the ultimate consumer, and finally the development of new forms of soaps to fill definite requirements, all indicate the growing desire of the public to be furnished with the most satisfactory cleansing agents in the most economical and satisfactory forms.

Working Steadily Toward Improvement

What the future holds in this regard, not even the brain of the most efficient of our soap chemists or the fancy of our most ingenious sales managers can as yet foresee. But both the chemist and technician and the sales executive are working steadily toward one end, that of furnishing the public with the best that can be produced and incidentally increasing the sale of soap in the steadily growing markets of the world.

One of the latest and one of the most rapidly growing developments in the soap industry has been the increasing use of flake soaps both in industrial and household practice. The development of one company only a few years back has been seized up by practically every large soap manufacturer and not a few of the small ones. It has spread through the consuming public and the consuming industries more rapidly and with less effort on the part of the salesmen and advertising man than almost any other soap development of the last fifty years. Best of all, it is opening up a new soap field without materially injuring the steady progress of the cake soap business, although the progress of flake soaps has to some extent been followed by a slight decline in cake soap consumption.

The wonder of the matter is that the use of flake soaps was not introduced in the industry and to the general public long before it was. Chemicals in flake form have been employed in industry for many years. They have been used successfully and economically for years in the very industries which are now the heaviest consumers of flake soaps and have always been among the heaviest users of soaps, in one form or another. Caustic soda in flake form has been known and valued by the textile industry for a long time and its many advantages over the solid type, such as quickness of solution, completeness of solubility, uniformity of solution and the like have been recognized by the trade and utilized by it despite the somewhat higher market price of flake caustic as compared with the solid type.

The same textile industry has for years utilized soap flakes and soap chips of its own production. It has purchased

its soap in usual form and processed it in its own plants, recognizing that this was the only form in which the most effective work could be done with the minimum of effort and with almost absolute certainty of satisfactory results.

The soap industry was late indeed in its "introduction" of flake soaps. That they have filled an actual and long existing need is evidenced by the fact that their sale has increased tremendously during the few years in which they have been on the market by the ease with which sales organizations were able to introduce them.

Beginning in the industrial plants which required flake or chip soaps, it was a comparatively easy matter to expand and extend their use to the domestic field. All that was required was the proper presentation of the users of flake soaps to the public through advertising. Almost immediately the housewife realized that here was a labor saver, an efficient cleansing agent without the back breaking effort which attended the use of the other forms of soap. Flake soaps "caught on" with a vengeance. Their use is steadily growing.

The advantages of flake soaps in industry are not only those mentioned in the earlier part of this article. They include economy in soap employment and reduction in costs. It is comparatively easy to secure the proper type of soap solution when the complete solubility and strength of the soap is a known factor. There is less guess work and more certainty in the preparation of solutions. There is less loss of soap effectiveness through solubility or irregular solutions. And finally there is less mechanical labor required to make the solution of the desired strength when the material is in flake form and reaches the plant in that form.

Opportunities for Education

Turning to the household advantages, the factor of saving of labor and saving of time to enter into the matter. At the same time, and most unfortunately, there is a tendency to let economy fly out of the window when the flake soap package comes in. There is no gainsaying the fact that the arduous work of the family washing is lessened tremendously when flake soaps are employed, and the same may be said of practically all of the numerous household uses to which soap is put.

In fact the burden of household duties generally has been measurably decreased by the introduction of flake soaps into the routine. No further testimony than that of the growing consumption of practically all brands of soap flakes and chips is necessary to clinch this fact.

The principal drawback to the sale of such soaps and the main reason why they are not more generally employed is the fiction of their cost. It is doubtless true that a package of flake soap costs more than the same weight of soap in other form, but this is not the crux of the situation.

The principal difficulty which the further expansion of this growing end of the business must face is the undeniable fact that the housewife does not know how to get the maximum of value from her flake soaps. She would gladly use them for any purpose for which they are adaptable, but she does not like to see mounting bills for soap.

The problem of the sales manager and to some extent the

soap technician as well, and most certainly the problem of the advertising copy writer is to convince the housewife that the cost of using soap flakes is no greater than that of using the more accustomed forms of soap. In bringing this home to the housewife, it will be necessary to teach her to use less soap flakes. In doing so, the sales will be expanded. This sounds like a paradox, but it is the simple fact of the matter. The average housewife employs soap flakes in probably at least thirty per cent excess. The mill which uses soap flakes carefully measures and weighs its soap and secures a solution which will bring about the desired effect without waste. The housewife uses soap flakes by guess and her guess, founded upon experience with cake soaps, produces a solution which will do the work but which wastes from 10 per cent to 30 per cent of the soap at the same time. It is only by overcoming this tendency to waste that the real economy of the use of flake soaps will be demonstrated to the housewife.

In order to overcome this waste and the misconceptions as to the cost which arise from it, the soap manufacturer must stop showing pictures of a tubful of steaming suds and a flow of soap flakes into it together with the smiling countenance of the attractively dressed housewife. That picture had its value when the product was unknown and the appeal of ease and saving of labor was the one which had to be employed to secure its purchase. It has long outlived its usefulness at this period when flake soaps and their value, together with their fancied expense, are so well known. In place of it let him substitute the conception of a measuring cup filled to a certain mark with soap flakes and the slogan: "This will do the work of a bar of soap."

In other words, it is time to substitute the notion of economy and to educate the housewife in the economy of soap flake employment, or there will speedily be a check upon the steady growth of soap flake sales. If this misconception regarding the product can be overcome and there is every reason to believe that it can, the steady increase in sales will not only be maintained but will even be increased.

Market Will Grow

The effect of the introduction of flake soaps in industrial plants need hardly be discussed here. The soap manufacturer is better aware of it than even the user for industrial purposes himself. The effect upon the sales of bar soaps of its introduction as a household commodity, however, is worth consideration. Those in the vicinity of the New York market who were interviewed on the subject indicated that flake soaps had not materially cut into the sales of bar soaps as yet. One confessed that his bar soap sales had declined slightly since his flake soap line had been introduced, but would not place the blame upon the flake soaps, stating that other factors of competition, advertising appropriations and the like also entered into the question. Some others had noticed a slackening in the gains in their bar soap sales which they traced to increasing use of flake soaps. Still others said there had as yet been no effect. All agreed, however, that a rapid growth of flake soap sales would probably affect the bar soap market to some extent.

Granting that such is the case, it would seem probable that what would occur would be merely a transfer of a fraction of the bar soap business to the flake soap line in which the growth of sales would probably be materially greater than in the older line. The effect upon any industry of improving its product, making it more satisfactory and at the same time more economical and proving to the public that it was a better product and also more economical, could have but

one effect upon sales. They must increase. Such should and will be the course in flake soaps if the proper methods of manufacture, introduction and sale are employed. Progressive firms in the soap trade without doubt will follow a course with regard to flake soaps which will be an aid to the entire industry. The history of the soap industry shows that each improvement has been put into effect in a way which has led to growth. There will be no exception in the case of flake soaps.

SPONTANEOUS COMBUSTION IN SOAPS

(From *Revue Générale des Colloïdes*, No. 4, p. 54.)

M. Wegner.—On the spontaneous overheating of soap powder.—In a box containing 5 kilogramme packages of medicinal soap wrapped in paper was observed the overheating of the contents of one package. The soap powder had become only a coherent mass. The bottom of the bag was completely black, and the soap had taken on the color and consistency of the wax from crude brown coal, but farther up from the bottom the mass gradually assumed more and more a pale color.

On sawing the lump in two, there was found inside a typical cavity the walls of which were sprinkled with traces of unchanged powder. The cause of this combustion could not be determined. By chemical analysis it was found that a large part of the fatty acids had been changed to lactones. At the same time there had occurred a perceptible change in the molecular weights and the ponderable equivalents of the fatty acids.

Theoretically the spontaneous combustion of a dry soap is quite possible. Experiments have established the fact that dry soap powder, with oil for base, under the simple influence of external heat, may become heated internally to such a point that it loses its value (usefulness). The author established the fact that the possibility of spontaneous combustion is inherent in the chemical constitution of the fatty acids, and he surmises that the spontaneous combustion ought to be laid to the door of the olive oil used in the preparation of the soaps.

Welter has expressed the observation that soaps poor in moisture, made with drying oils, or semi-drying oils, when their surface of contact is very large, have great tendency to spontaneous combustion. In the case of the soaps which did not contain unsaturated fatty acids it has on the other hand never shown the least rise of temperature in the interior of a mass.

In order to forestall spontaneous combustion, soap manufacturers make a practice of adding to chip soaps or powdered soaps a small quantity of zinc oxide. In the case of soaps made with pure olive oil Welter has never established auto-combustion but every time auto-combustion occurred in a soap he was able to show that the olive oil had been adulterated with cotton seed oil or with another semi-drying oil.

All of the experiments made with soaps poor in water, by the use of drying or semi-drying oils, in an atmosphere of oxygen, or in atmospheres of anhydrous carbon dioxide or of nitrogen for the purpose of determining whether the spontaneous combustion was due to oxidation of some form or to an intramolecular change setting free of latent heat, or to a combination of these phenomena, were without result.

For a Formaldehyde Potassium Soap

Preparation of a formaldehyde potassium soap. A. Becker. G.P. 385,305, 23.10.21.—Formaldehyde is condensed with saponified triglycerides, such as stearine, by heating in presence of water to 60°. The product is stirred at 50° with water and potassium palmitate or stearate, with addition of a small quantity of borax or other alkali salt of a weak acid. A good lathering, non-greasing formaldehyde soap is obtained. The formaldehyde content is controlled by the amount of potassium palmitate or stearate added.

NEWER METHODS IN THE SOAP INDUSTRY*

By Dr. K. LOFFL

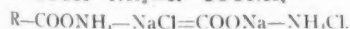
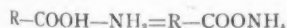
(Continued from page 412, September, 1924.)

Common Salt Saponification

Common salt, according to the common knowledge, is a neutral salt, one may well say the best known, and if a superlative were chemically possible, the most stable salt. There are present in it both the cations and the anions in greatest strength, in addition to which the two elements, sodium and chlorine, are the bearers of strong acids and strong bases, respectively. Therefore a solution of the problem which comes under consideration for practical purposes appears at first sight impossible. It is true that potassium and ammonia soaps may be partly transposed with common salt into sodium soaps. Accordingly it is possible to prepare sodium soaps by neutralizing fatty acid with ammonium chloride and then transforming it into sodium soap with the equivalent quantity of sodium salt. By this operation, however, nothing whatever is gained, for in the first place sal ammoniac at the point of consumption is more expensive than caustic soda, and in the second place this transformation under the conditions existing in a soap factory, is not even 50 per cent possible, and is, in case of neutral fat, even quite impossible. It was therefore of importance in the experiment, 1, to shape this process as much quantitatively as possible; 2, to bring the sal ammoniac into action in the process only as an intermediate reagent, so that a new addition of sal ammoniac (as this is necessary to produce caustic soda), becomes unnecessary; 3, to make the process as much as possible serviceable also for neutral fats.

Regarding Point 1.—An adequately far reaching transposition of fatty acids into ammonia and sodium soaps becomes now possible in the following manner. The fatty acid is put into a closed kettle supplied with stirring apparatus and the quantity of ammonia necessary for saturation is added while stirring, but at the same time common salt solution is added while the entire mass is under pressure. In order to develop the reaction as nearly quantitatively as possible an excess of sal ammoniac is added, and the mass is stirred a little longer. Then the entire excess of ammonia is blown with steam, so that there may be no loss, into a second kettle freshly filled with fatty acid for saponification. The ammonium chloride-sodium chloride solution separates very rapidly under the pressure in the kettle, and spent lye and hot soap, sharply separated, may be drawn off in succession by the bottom valve.

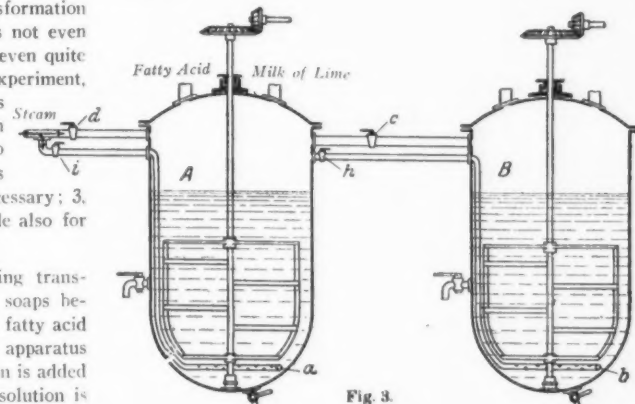
For this saponification the following chemical formula is explanatory:



Regarding Point 2.—In order to prevent the ammonia from escaping from the process, i.e., from the manufacturing apparatus, and thereby avoiding losses of the ammonia as far as possible practically, the apparatus illustrated herewith (Figure 3) and the following process, were devised:

Into Kettle A fatty acid is put to the amount of more than

two-thirds of its volume. In Kettle B is a solution of ammonium chloride. Now, through the faucet milk of lime is added to the ammonium chloride solution while the mass is being stirred. Now the circulation pump, which is connected at h, is put into operation, and from the Kettle A the ammonia developed in Kettle B is driven with the air through the pipes c, d, i, through the open coil a into the fatty acid of the Kettle A. While the air is being freed from ammonia, and is drawn off again by the pump, and passes anew through the pump a and the pipes d, c, i, common salt solution flows into the kettle, and in this process the reactions above indicated take place. Toward the end of the reaction, when the ammonia has been driven over from B to A, the pump is stopped, and by closing the stop cock c the two kettles are separated from each other. Then the calcium chloride lye is pressed from Kettle B, and thereupon the Kettle B is filled with fatty acid, as the Kettle A had been filled before.



Next by opening the stop cock c the pump is again started, in order to drive over to the Kettle B the remnants of ammonia left in the Kettle A in the settled lye, the soap mixture and the empty space, and there to absorb it in the fatty acid. Then the stirring apparatus in Kettle A is stopped, the mixture soon separates and is drawn off through the side faucet. The ammonium chloride solution may then be acted upon by addition of milk of lime, as before in Kettle B, and the saponification takes place in Kettle B in like manner as before in Kettle A. The process is thus a continuous one, and the loss of ammonia is insignificant.

This process, then, which is known in its essential features, has so far never found a technical application:

1. Because, as stated, it was not possible to transform fatty acids completely into ammonia soaps, without using a great excess of ammonia.

2. Because the transformation of these incomplete ammonium soaps could not produce any neutral sodium soaps.

3. Further also, for technical reasons, because, in working with ammonium soaps, a new closed boiling apparatus, provided with a stirring machine, was made necessary.

4. Because, even if one had decided to build such a new contrivance, still no usable apparatus, which, in order to be

* From Zeitschr. d. Deutsch. Oel- u. Fett-Ind., vol. XLIV, No. 24, June 12, 1924.

economical, must do the work continuously and technically without loss of ammonia, had been invented.

5. Because the soap lye emulsion was separated only imperfectly.

Finally the economic reasons were also not subject to consideration at the former low alkali prices. Today these reasons no longer exist entirely, nor are they any longer decisive for the alkali prices are so high that they have more importance today in the soap industry than formerly.

The ammonia salt saponification is therefore a problem the technical introduction of which by the soap industry is to be carefully weighed, especially in countries which do not manufacture caustic soda, or do not produce it in sufficient quantity.

With this we may pass on from the raw materials, and we have done so in several respects, since the common salt saponification, just described, may rather be classed as a manufacturing process than under the head of raw material. The preparation of soap, the boiling even, is both in the nature as it has been carried on of old and also by the additional aid of the apparatus with which it is carried out, still the same as before. Many factories are still in the first, old, primitive stage. They boil in a simple kettle, heat by direct fire, in which the kettle bottom and well on to a third of the kettle is exposed to the fire, and fire gases play about the remaining two-thirds before they pass off into the chimney, and they stir by hand. The second stage is, the open kettle, direct firing, stirring with steam. In the third stage, the kettle is indirectly heated, and a mechanical crutching or stirring machine is used. But even here one is cautious and thoughtful, and the speed of the process is cautious and deliberate, likened to the easy trot of a carriage horse as compared with the 100 horse power automobile. The technical worker in the soap industry, or the manufacturer of apparatus, I will not say which, evidently believes that the grandfatherly soap cannot endure a very high speed of manufacture. He might become dizzy, and it might no longer know about all its feelings, and might forget that it needs to separate into two strata; this fear, however, is unfounded, and a modern saponification plan must be as follows:

1. The kettle is closed, on account of the thickness of tin, i.e., on account of the cost of materials, gauged for not more than 1-1½ atmospheres of pressure.

2. It has a stirring apparatus capable of at least 80 to 1000 revolutions per minute, which will emulsify all the heterogeneous mixture of fat and lye, specifically of such different weights.

3. The boiling is done only with steam, and at that best both by direct and indirect use. So far as highly concentrated lye, or solid alkalis are employed, direct steam alone is sufficient.

As regards the advantages of this form of apparatus I am able to make the following statements based upon experiments:

A. Saponification by direct firing. Stirring by hand.

Duration of saponification: 5 hours 30 minutes.

Degree of saponification: 92 per cent.

Cost of saponification: cost of firing: 125M; cost of labor: 32M; general cost of machinery computed on the assumption that the kettle for one boiling has been required for 2 days: 50M.

B. Saponification with indirect firing and stirring by hand:

Duration of saponification: 4 hours.

Degree of saponification: 95.2 per cent.

Costs of saponification: firing: 136M; labor: 32M; general expense of machinery 2 days: 50 M.

C. Saponification with indirect firing, and stirring with emulsion-stirring machine with high speed of revolution (Taifuss-stirring machine), and closed kettle:

Duration of saponification: 1 hour 22 minutes.

Degree of saponification: 94.7 per cent.

Costs of saponification: firing: 82 M; labor 16M; general cost of machinery: since the kettle was closed, and could be kept under pressure, after completion of the saponification separation of soap and spent lye took place promptly in a little more than 3 hours, and therefore the drawing off of spent lye and soap was possible on the same day. Therefore only half costs: 25M.

The costs of saponification, therefore, by the three methods are as 207, 218, 123. This means that, for a business which is willing and able to keep its machinery up to standard, the process of saponification with stirring machinery and closed kettle is only about half as expensive as by the old method. So far as the rebuilding of the kettles is possible, which is unfortunately not the case in ordinary kettles on account of their thin walls, the reconstruction of the appliances, today, even in Germany, is not only possible but profitable.

ON THE RANCIDITY OF COCOANUT OIL

Chemistry & Industry thus abstracts a paper on the "Rancidity of coconut oil," by E. Boedtker, *J. Pharm. Chim.*, 1924, 29, 181-185: Refined and deodorized coconut oil on becoming rancid develops the odor of the crude oil which is probably due to the presence of higher ketones (cf. Haller and Lassieur, J., 1909, 719; 1910, 704, 1330). It is suggested that the formation of these ketones may take place after preliminary hydrolysis of the glycerides, by the interaction of a molecule of a fatty acid with a molecule of acetic acid derived from triacetin, assumed to be present in the fat in minute quantity. Carbon dioxide would be set free in this reaction. In order to test this hypothesis a quantity of refined deodorized coconut oil was subjected to the action of moulds in an atmosphere free from carbon dioxide for a period of 8 months, and a blank experiment with the same materials but without the moulds was conducted at the same time. The oil that had been subjected to the action of the moulds gave 0.726 pt. of carbon dioxide per thousand of oil; that in the blank test 0.344 pt. per thousand. The odor of both samples was rancid, the former being the more pronounced. The free fatty acids (as oleic acid) were 0.33% and 0.61% respectively. It is considered that these results, while far from conclusive, lend support to the hypothesis outlined above.

Factors in Autoxidation of Fats

Some factors concerned in the autoxidation of fats. G. R. Greenbank and G. E. Holm. *Ind. Eng. Chem.* 16, 598-601 (1924).—The presence of H₂O or H₂O vapor seems to retard the autoxidation of fats. The formation of those compounds that are responsible for the tallowy odor is also partially prevented or retarded by the presence of H₂O vapor. Fatty acids act probably directly as catalysts for autoxidation, through the liberation of unsaturated acids which are strongly catalytic. The resistance of a better fat to autoxidation may be increased by thorough washing of the fat or by passing live steam through the fat, but prolonged heating or steam treatment will decrease its resistance to autoxidation.—*Chemical Abstracts.*

Market for Vegetable Oils in Belgium

There was a general improvement in the vegetable oil market during August, especially in soft soap consumption, reports Samuel H. Cross, Commercial Attache for the Department of Commerce in Brussels. Germany has again entered the market.

FINAL ARGUMENTS IN SOAP BOYCOTT CASE

(Continued from Page 421)

We never had, either individually or as an Association, any conference with the Rub-No-More Company. We never passed a letter with them on the subject nor did we telephone or telegraph them.

"When Procter & Gamble notified the wholesale grocers so unexpectedly under date of their circular letter of June 25, 1920, that they intended to sell their products direct to the retail trade, beginning July 1, 1920, which was practically no advance notice at all and gave the wholesale grocers no opportunity whatever to dispose of stocks on hand, the wholesale grocers were anxious to know if other manufacturers intended to do likewise for it was a direct attack on the commercial lives of said grocers.

"Accordingly several wholesale grocers visited Peet Brothers' Soap Manufacturing Company and asked them to outline their position. They stated that they had no intention of changing their policy of selling through the wholesale grocers and that they would continue to give the same support to the wholesale grocers as they always had for they recognized them as the most economical distributing medium. This was the only conference we ever had with them and they never attended a meeting of our Association or its members. We deny that we ever conspired with the Peet Brothers' Soap Manufacturing Company to hamper, obstruct and prevent said Procter & Gamble Distributing Company from successfully carrying out its lawful competitive policy.

"The wholesale grocer in self defense is obliged to purchase supplies from the manufacturer whose policy is confined to wholesale dealers. It was not a question as to whether the wholesale grocers would handle their goods or not. The wholesale grocers always had handled Procter & Gamble's soaps and soap products; always intended to handle them and never refused to do so until the Procter & Gamble Company had declared their intention of selling their products direct to the retail trade. They, the said Procter & Gamble Company, practically withdrew their products from the hands of the wholesale grocers and notified them to that effect. The wholesale grocer had no choice in the matter. He could not compete with the manufacturer. It would mean a loss to do so. The said Procter & Gamble Distributing Company selected their own method of distribution which they had a perfect right to do, and the wholesale grocers, recognizing them as competitors, merely sought the trade as aggressively as possible on competitive products.

"No meetings or conferences were called by the members of the Missouri-Kansas Wholesale Grocers' Association nor were any speeches delivered or discussions entered into or letters or statements exchanged among themselves urging cancellation of orders or refusal to purchase. Whatever discussion may have come up in regular business meetings was merely directed toward what should be done with stocks on hand and whether or not the said Procter & Gamble Distributing Company would relieve their erstwhile wholesale customers of such stocks in view of the fact that they had notified the retail trade of the United States to send all orders direct to them, thus shutting off the outlet for the wholesale grocer."

The Peet Bros. Manufacturing Company and the Rub-No-More Company both denied the existence of any conspiracy and said that in their dealings with grocers of Missouri and Kansas they had no knowledge as to whether or not they were members or were not members of the Missouri-Kansas Wholesale Grocers' Association. The answers of the two companies were identical. Denial is made of any knowledge of charges set forth in many of the paragraphs of the complaint.

Both admit selling their products to many of the members of the Missouri-Kansas Wholesale Grocers' Association. In that respect they aver that they sell their products to many wholesale grocers in the states of Missouri and Kansas, but are without knowledge as to whether said wholesale grocers are members of the association or not.

Specific denial is made that they at any time supported, assisted or cooperated in any manner with the Missouri-

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

spot demand. Sulphuric acid is slightly firmer. Other chemicals are quiet and unchanged.

Other Soap Materials

The inquiry for rosins has been good for export but rather restricted from the domestic consumers. At the same time, there has been a tendency toward higher levels owing to the fact that stocks have not accumulated as rapidly as is usual during the dull period. All grades of rosin are thus from 25 cents to \$1 per barrel higher than they were a month ago.

Starches and other soapmakers' sundries are virtually unchanged. There has been a good steady demand but prices are not responsive to it and while the situation is characterized by considerable firmness, it lacks the added tone of strength which in all probability would bring about higher prices. Sellers anticipate more business as the season progresses and there is every reason to believe that trading will be more active later.

RECENT SOAP TARIFF DECISIONS

No. 47770.—TALLOW. Protest of the Tupman Thurlow Co., Inc. (New York). Merchandise invoiced as Anglo Extra Oleo stock, classified as oleoil and oleo stearin at 1 cent per pound, is claimed dutiable as tallow at one-half cent per pound under paragraph 701, tariff act of 1922.

Opinion by McClelland, G. A. It appeared that tallow is the first natural product of rendered fats not processed beyond cooking, and that the merchandise in question is tallow, clearly distinguishable from oleo stearin, which is nearly odorless, and, the oil having been extracted, is hard and waxy and comes in cakes. It further appeared that "oleo stock" is a high grade of tallow used in soap making and that the merchandise in question was so used. It was therefore held dutiable at one-half cent per pound under paragraph 701, as claimed.

No. 47772.—SOAP—ARTIFICIAL FRUIT. Protests of F. H. Shallus Co. (Baltimore). Soap in the form of artificial fruits covered with some material which makes it impervious to water, classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable under paragraph 82.

Opinion by McClelland, G. A. On the authority of Abstract 46626, paragraph 1419 was held to more specifically provide for the articles in question than the soap paragraph (82). The protests were therefore overruled.

No. 47759.—SOAP FIGURES. Protest of Morris, Mann & Reilly (Chicago). Soap in the form of fancy figures, classified at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable at 15 or 20 per cent under paragraph 1459.

Opinion by McClelland, G. A. On the authority of Abstract 47152 the soap figures in question were held properly classified under paragraph 82.

Kansas Wholesale Grocers' Association in any conspiracy, as charged in Paragraph Seven of said complaint.

They state that their salesmen have at all times cooperated with the salesmen of wholesale grocers and jobbers in Missouri and Kansas, who handle their products, in the sale of said products, regardless of whether such wholesale grocers were members of any association or not.

Soap Freight Increase Is Denied

The Interstate Commerce Commission has announced its decision in I. & S. docket No. 2148, that carriers' proposed increase in less-than-carload rating in the official classification on soap, n.o.i.b.n., in pails or tube, from fourth class to rule 26, is not justified. The proposed higher rating appeared in schedules filed originally to become effective June 15, 1924, but was suspended until November 12 upon protest of John T. Stanley, Inc., soap manufacturer of New York. Other manufacturers of soap, who, however, do not ship soap in pails, also appeared at the hearing to oppose the proposed change in the rating. These included Procter & Gamble Co., William Walthe & Co., Peet Brothers Co., James S. Kirk & Co. and the Globe Soap Co.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal.)

Sales made during the latter part of last week, totaling about 600,000 pounds of New York extra grade at 8½ cents per pound, delivered to buyers' plants represents the present market although the general tone is only steady and the undertone none too strong. Greases of the better kind like Good Quality House Grease, in drums, can be quoted 7½ cent-7½ cent loose.

Markets in the Middle West and at Western points have been somewhat unsettled and reactionary with latest sales of garbage grease at a trifle over 6 cents per pound loose, f.o.b. shipping point. Lards as well as Cottonseed Oil are easy in tone and do not respond with an upward tendency.

Sept. 15, 1924.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal.)

Since our August review there has been considerable activity in the Glycerine market and large purchases have been made of both Dynamite and Crude in this country and in Europe for American account and in the case of Dynamite the price has advanced 1 cent per pound. The rise in Chemically Pure may be said to be ½ cent per pound as 19 cents in bulk is now the general quotation, although some of the refiners are asking as high as 19¾ cents.

At present, there is a halt in the upward movement and a little less of a demand apparent for Crude and Dynamite, but the call for Chemically Pure is said to be unusually good. General business has not gone ahead quite as fast as was expected and reactions in some commodities, which have advanced sharply, are but to be expected. We are of the opinion that trade will be good from now on and if some prices do drop they are likely to recover what they have lost and perhaps gain something by the end of the year and this applies as well to Glycerine.

September 15, 1924.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal.)

Early this month following the break in cotton seed oil and tallow, coconut oil declined but, at this writing the market appears to have regained its strength. Sellers are now holding quite firm at 9 to 9¼ cents in sellers' tank cars for September forward delivery. Copra is decidedly firmer in the orient and as a result Manila coconut oil for shipments from the Philippines in cargo quantities is rather difficult to obtain. There is a good demand for oil from margarine manufacturers and also the soap trade, and from the general outlook it would not be surprising to see at least present levels well maintained for the next few weeks.

Cotton seed oil, when the new crop was actively traded in, declined to 8 cents in the south and a good deal of trading took place at this level. The general opinion is that this oil should have an upward movement shortly. Crude corn oil also dropped from 12 cents to 9 cents f. o. b. mill, and buyers, even at 9 cents, are few because of

the large difference in price between cotton and corn oils. Corn oil producers, however, are not inclined to shade 9 cents f. o. b. mill, for the present.

A few parcels of Lagos palm oil were sold this week at 8½ cents New York for September-October. Spot stocks are very small and with sterling exchange holding firm, sellers are now asking 8½ cents for Lagos and 7¾ cents for Niger. There is not much doing in olive oil foots, but the European Market is still comparatively higher.

September 12, 1924.

A. H. HORNER.

INDUSTRIAL CHEMICALS

Interest is centered in the forthcoming contract season on alkalis and while as yet there has been no formal announcement of prices, it is apparent that there is not likely to be any great change in the situation. Makers have openly stated that they are not anxious to make contracts as yet, although some of them indicate that they will go out quite

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SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, 8¾c. Edible, New York, 10¼c. Yellow grease, New York, 7½c. White grease, New York, 8¼c.

Rosin, New York, September 15, 1924:

Common to good.....	6.10	I	6.35
D	6.20	K	6.35
E	6.35	M	6.40
F	6.35	N	6.65
G	6.35	W. G.	7.50
H	6.35	W. W.	8.15
Starch, Pear, per 100 lbs.....	\$3.87	@	
Starch, Powdered, per 100 lbs.....	3.97	@	
Stearic acid, single pressed, per lb.....	.11	@	
Stearic acid, double pressed, per lb.....	.11½	@	
Stearic acid, triple pressed, per lb.....	.13	@	
Glycerine, C. P., per lb.....			.19
Glycerine, dynamite, per lb.....			.18½
Soap lye, crude, 80 per cent, loose, per lb..			.12½
Saponification, per lb.....			.13½ nominal

Oils

Cocoonut, edible, per lb.....	.11½	@	
Cocoonut, Ceylon, Dom., per lb.....	.10½	@	
Palm, Lagos, per lb.....	.08	@	
Palm, Niger, per lb.....	.07½	@	
Palm, Kernel, per lb.....	.09½	@	
Cotton, crude, per lb., f. o. b. mill.....	.08½	@	
Cotton, refined, per lb., New York.....	.10½	@	
Soya Bean, per lb.....	.13	@	
Corn, crude, per lb.....	.13¼	@	
Castor, No. 1, per lb.....	.16½	@	
Castor, No. 3, per lb.....	.16	@	
Peanut, crude, per lb.....	.13½	nominal	
Peanut, refined, per lb.....	.16¼	@	.17
Olive, denatured, per gal.....	1.20	@	
Olive Foots, prime green, per lb.....	.09½	@	.10

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.....	3.20	@3.20	
Soda Ash, 58 per cent, per 100 lbs.....	1.38	@ 1.45	
Potash, Caustic, 88@92 per cent, per lb.			
N. Y.07	@ .07½	
Potash Carbonate, 80@85 per cent, per lb.			
N. Y.05¾	@ .06¼	
Salt, common, fine, per ton.....	15.00	@24.00	
Sulphuric acid, 60 degrees, per ton.....	9.00	@11.00	
Sulphuric acid, 66 degrees, per ton.....	14.00	@16.00	
Borax, crystals, per lb.....	.04¾	@ .05¼	
Borax, granular, per lb.....	.04¾	@ .05¼	
Zinc Oxide, American, lead free, per lb....	.07½	@ .08¼	

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